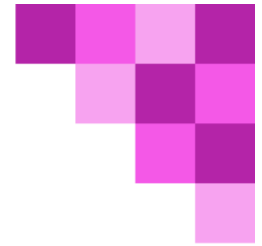


HARLOW TOWN CENTRE AWARDS

SPONSORSHIP OPPORTUNITIES



HARLOW TOWN CENTRE AWARDS 2021

Launched in 2017 as part of the town's 70th anniversary celebrations, the awards have been designed to celebrate everything Harlow Town Centre.

Harlow Town Centre has long played a significant role in Harlow and for the town's residents. Whether it has been somewhere we have worked, shopped or played, the town centre has been a consistent feature in the town's history and will continue to be so in the future.

The town centre is undergoing an evolution from its New Town roots and will see a number of developments over the coming years. However, we want to celebrate the town centre today and, although the Coronavirus pandemic temporarily paused our plans for 2020, we didn't want to go another year without celebrating the many places and people who have made sure the town centre continues to serve residents and businesses.

That said, the awards have been created to recognise and celebrate the town centre and the people that make it what it is. With a variety of categories from Retailer of the Year, Community & Voluntary Organisation or Project of the Year to Employee of the Year, there is a category for every shop, business and organisation as well as every individual and team.



WHY SPONSOR?

The awards have grown from strength to strength, engaging and reaching a large audience of residents, visitors and businesses. The awards provide an opportunity to reach a new audience as well as demonstrate positive corporate social responsibility.



www.harlowtowncentre.co.uk/awards



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In 2019, the awards directly engaged with over 3,400 people through the nomination and voting stages, a 300% increase from 2018; received over 2,900 visitors to the website and every social media post reached a minimum of 500 impressions, with many reaching over 1,500; the first 'Award' tweet for both 2018 and 2019 reached over 2,200 people and the equivalent on Facebook.

As the awards are organised by the public and community/voluntary sector, seeking the support of the private sector ensures the awards continue to grow but also the quality and sustainability of the awards.

This year we are looking for partners to sponsor the awards, providing an opportunity to give your organisation exposure across to a diverse and wide audience, unique publicity and marketing opportunities, affirm your commitment to the district and ensure positive brand recognition.

SPONSORSHIP PACKAGES

Becoming an event partner is the most prestigious way that your organisation can become associated with the Awards and we have a number of packages available.

Headline Sponsor (Gold Package) - £4,500.00

- Headline sponsor positioning, company logo/name across all promotional material including all adverts, banners, posters and leaflets and press releases;
- Your company logo and a link to your company's website from all relevant websites and social media activity;
- Full-page colour advert or company profile in the awards brochure;
- Use of 'Official Sponsor' branding on companies own materials;
- Company logo on awards goody bags and promotional materials included inside.
- Opportunity to provide an opening address/introduction at the awards ceremony
- An award dedication e.g. "The [your organisation name] Award for Retailer of the Year", company name engraved on award and opportunity to present the award at the ceremony;
- Free tickets (up to 8) to the awards ceremony; and
- Special thank-you dedications in all post-ceremony marketing.



www.harlowtowncentre.co.uk/awards



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HARLOW TOWN CENTRE AWARDS

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP PACKAGES CONT'D

Partner Sponsor (Silver Package) - £2,500.00

- Partners sponsor positioning, company logo/name across all promotional material including all adverts, banners, posters and leaflets and press releases;
- Your company logo and a link to your company's website from all relevant websites and social media activity;
- Half-page colour advert or company profile in the awards brochure;
- Use of 'Official Partner' branding on companies own materials;
- Promotional materials included in awards goody bags;
- Sponsorship of an award (company name engraved on award) and opportunity to present the award at the ceremony;
- Free tickets (up to 6) to the award ceremony; and
- Special thank-you dedications in all post-ceremony marketing.

Award Sponsor (Bronze Package) - £500.00

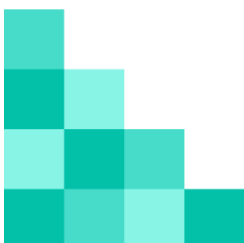
- Award sponsor positioning, company logo/name across promotional materials;
- Your company logo and a link to your company's website/social media on website;
- Quarter-page advert or company profile in the awards brochure;
- Use of 'Official Award Sponsor' branding on companies own materials;
- Promotional materials included in awards goody bags;
- Sponsorship of an award (company name engraved on award) and opportunity to present the award at the ceremony;
- Free tickets (up to 4) to the award ceremony; and
- Thank-you dedications in all post-ceremony marketing.

FURTHER INFORMATION

David Sellings

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www.harlowtowncentre.co.uk/awards



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