



#retailawards18

# PARTNERSHIP OPPORTUNITIES

# The Awards Ceremony



For the first year, the Chesterfield Retail Awards will be hosted as a glittering black-tie awards ceremony.

Now in its 5<sup>th</sup> year, the 2018 event takes place at the Winding Wheel on 13<sup>th</sup> June and will celebrate the best businesses in Chesterfield, on Chatsworth Road, on Whittington Moor, in Staveley and across the borough.

The finalists will be nominated by local shoppers and a panel of professionals will select the winners.



# Coverage



The Chesterfield Retail Awards generates excellent coverage for sponsors; in 2017 media coverage reached almost 750,000 people and was valued at over £47,000.

Posters and voting cards are sent to local retailers each year to supplement extensive coverage at [www.chesterfield.co.uk/retailawards](http://www.chesterfield.co.uk/retailawards) and via Destination Chesterfield's social media channels. Over 1000 public nominations are received for retailers across the town.

# Headline Sponsor

£2500 + VAT

- Naming - Chesterfield Retail Awards in association with .....
- Table of 10 to the black-tie awards ceremony
- Logo on all marketing materials
- 10 minute speech at black-tie awards ceremony
- Branding on all marketing materials
- 2 \* banner stands at the venue
- Involvement in all PR activity
- Presentation of an award
- Logo and link online





A photograph of four women standing in front of a jewelry display case. The woman on the far left has blonde hair and is wearing a patterned dress. The woman next to her has short white hair and is wearing a white sleeveless top. The woman next to her has dark hair and is wearing a black top with a white cardigan. The woman on the far right has blonde hair and is wearing a patterned dress. The background shows a jewelry display case with various items inside.

# Category Sponsor

£750 + VAT Silver Package  
£1000 + VAT Gold Package

- Two tickets (Silver Package) or ten tickets (Gold Package) to the black-tie awards ceremony
- Logo on all marketing materials
- Presentation of your chosen category
- Logo & link from our website to your website
- PR opportunities
- 1 \*banner stand on display at the venue





# Category Sponsor

**£750 + VAT Silver Package (2 tickets)**

**£1000 + VAT Gold Package (10 tickets)**

Retailer of the Year  
Customer Service  
Home & Gifts  
Food & Drink Retailer  
Leisure

Fashion & Footwear  
Jewellery & Footwear  
Children's Clothes, Toys & Acc.  
Apprentice of the Year – NEW  
Market Trader of the Year

Market Hall Business  
Best New Store  
Hair & Beauty  
Independent of the Year  
National / Multiple



# Drinks Reception Sponsor

£400 + VAT

- 2 \* banner stands in drinks reception area
- Mention on the evening
- Logo and link from our website to your website
- Mention on event ticket
- Logo on printed materials
- 2 \* tickets to the event





A photograph of three people at an event. On the left, a bald man in a blue and white checkered shirt looks towards the center. In the middle, a woman with blonde hair wearing a colorful floral dress looks down at a menu. On the right, a man with short brown hair in a blue suit jacket and white shirt holds the menu and looks at it. The menu is open, showing a dark cover with 'IQ Information Systems' and a white back with a blue map of the UK. The background is a dimly lit room with other people seated at tables.

# Menu Sponsor

£400 + VAT

- Full colour advert on reverse of menu – To be supplied
- Logo and link from our website to your website
- Logo on printed material
- 2 \* tickets to the event





# Ticket Sponsor

£350 + VAT

- Full colour advert on reverse of ticket – To be supplied
- Logo and link from our website to your website
- Logo on printed material
- 2 \* tickets to the event



# Media Partners

£ Get in touch

- Involvement in the judging process
- Brand profile at the ceremony
- Logo and link from our website to your website
- 2 tickets to the awards ceremony
- Inclusion in promotional activity
- Logo on Retail Awards materials







To discuss these opportunities contact:  
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