



CHESTERFIELD RETAIL AWARDS

The Awards



The Chesterfield Retail Awards will celebrate the best businesses in Chesterfield's town centre, Chatsworth Road, Whittington Moor, Staveley and across the borough.

The awards will be held at the Winding Wheel with up to 200 guests.

Following a drinks reception, afternoon tea will be served alongside the glittering awards ceremony.

The finalists will be nominated by local shoppers and a panel of experts from the retail sector will select the winners.

A photograph of a man and a woman on a stage. The man, on the left, is wearing a light blue shirt and a striped tie, and is speaking into a black microphone. The woman, on the right, has blonde hair and is smiling. The word "Coverage" is written in large black letters in a white box at the top center of the image.

Coverage

The Chesterfield Retail Awards generates excellent coverage for sponsors with posters and voting cards sent to local retailers, coverage at www.chesterfield.co.uk/retailawards and extensive coverage via our social media channels. The awards receive nominations from over 1000 people for retailers in the town.

The awards generated £34,000 of media coverage reaching over 900,000 people in 2015. The awards website is used to support Destination Chesterfield's other campaigns throughout the year.

Headline Sponsor

£1500 + VAT

- Naming - Chesterfield Retail Awards in association with

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- Table of 10 to the Awards Ceremony

- Logo on all marketing materials

- 10 minute speech at 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



Category Sponsor

£550 + VAT Silver Package

£750 + VAT Gold Package

- Two tickets (Silver Package)
Ten Tickets (Gold Package) to the Awards Ceremony
- Logo on all marketing materials
- Presentation of your chosen category
- Logo and link online
- PR opportunities
- 1* Banner Stand at the venue





Category Sponsor

£550 + VAT Silver Package
£750 + VAT Gold Package

Hair and Beauty

Fashion & Footwear

Jewellery & Accessories

Home and Gifts

Children's

Food and Drink Retailer

Phones and Technology

Leisure **SOLD**

Market Trader of the Year

Independence of the Year

National / Multiple retailer

Best New **SOLD** Opened 2014/15

Excellence in Customer Service

Market Hall Business of the Year

Retailer of the Year **SOLD**



Drinks Reception Sponsor

£350 + VAT

- 2 * Banner Stands in Drinks Reception Area
- Mention on the evening
- Logo and link on Website
- Mention on Ticket
- Logo on printed materials
- 2 * tickets to the event



~~Ticket Sold~~ Sponsor

£350 + VAT

- Full colour advert on reverse of ticket. – To be supplied
- Logo and link on 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
- Your logo and web link online
- 2 tickets to the awards ceremony
- Inclusion in promotional activity
- Logo on Retail Award materials



Chesterfield Food and Drink Awards 2016

Joint packages available for
sponsors of both awards

Please ask for details



To discuss these opportunities contact:
Dom Stevens
Destination Chesterfield Manager
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DESTINATION
CHESTERFIELD