



## Sponsorship Pack

We are delighted to be launching the LoveNUL Business Awards for 2023. An event to celebrate businesses within the town centre and raise the profile our small town with a big heart.

Taking place on Friday 15th September, the inaugural LoveNUL Business Awards is the public's chance to say thank you to their favourite town centre shops, pubs, restaurants and service providers. The evening also provides business owners and employees the opportunity to connect, collaborate, and form valuable partnerships within our community.

LoveNUL Business Awards are brought to you by the Newcastle-under-Lyme BID team. A local non-profit organisation who invest to make improvements and enhancements in Newcastle town centre through partnership with its business community.

As a valued partner of Newcastle-under-Lyme BID we would like to offer you the opportunity to be part of our annual awards ceremony through a range of sponsorship opportunities which are outlined in this document.

### LoveNUL Business Awards

Date: Friday 15th September, 6:30-10pm  
Venue: Newcastle-under-Lyme College Performing Arts Centre



## Why Sponsor.

Sponsorship is an effective way of communicating to your customers. By utilising the benefits this type of marketing activity can offer, you can increase and build on your brand awareness whilst informing and introducing new customers.

Events such as **LoveNUL Business Awards** make up an annual calendar of events here at the BID that not only drive footfall to the town centre and its incredible businesses, also aim to celebrate the community culture of those living, working and residing in the local area.

Advertising can compliment existing advertising and communication strategy whilst also raising your company profile within the local community.

## Sponsorship Benefits.

As part of your sponsorship package, your business will receive digital and print inclusion in the marketing of the LoveNUL Business Awards.

- Logo in awards programme and website
- Announcement of support via a press release to local media
- Tickets to the LoveNUL Awards Evening



### Newcastle-under-Lyme BID Social Reach\*

Website: 3K per month

Facebook: 12.6k

Twitter: 6.3k

Instagram: 2.4k

\*data accurate as of 18/07/23

## Sponsorship Opportunities.

This year we have 15 awards available for sponsorship associated with a specific sector which means you can choose to sponsor an award that is complementary to your own business sector.

### The full list of awards available include:

Visitor Attraction of the Year  
Pub/Bar of the Year  
Restaurant of the Year  
Café of the Year  
Small Retailer of the Year  
Large Retailer of the Year

Market Trader of the Year  
Professional Services Award  
Beauty/Personal Care Business of the Year  
Service with a Smile Award  
Independent Business Award  
Best New Business Award

The cost of sponsorship for our Individual Awards is £100 per award.

LoveNUL Rising Star Award  
LoveNUL Community Champion  
LoveNUL Sustainability Champion

The cost of sponsorship for our Special Awards is £150 per award.

We also have the opportunity for one business or organisation to become headline sponsor for the entire Awards Evening.

To become headline sponsor the cost is £2000.



If you are interested in sponsoring our event or individual awards, please contact [hello@nulbid.co.uk](mailto:hello@nulbid.co.uk) or call 01782 922712

#LoveNUL  
@newcastlebid