

SPONSORSHIP OPPORTUNITIES

LIVERPOOL CITY REGION
TOURISM 2021
AWARDS

BACKGROUND

Tourism and the Visitor Economy make an immense contribution to the Liverpool City Region. It is essential that we recognise and reward the amazing impact this sector has on the prosperity of our region in celebrating their collective achievements.

Introduction

Growth Platform - Liverpool City Region Growth Company, will once again host the LCR Annual Tourism Awards. The Awards recognise and reward the very best businesses and individuals across the hospitality and tourism sector showcasing their outstanding contribution to the Visitor Economy.

With 17 categories, each covering the diverse aspects of the industry, there is sure to be an award for your business. Categories include accommodation, attractions, customer service, eating out and nightlife.

The winners will be announced at a glittering ceremony to be held in March 2022. Winners from 12 eligible categories will be automatically entered into the Visit England Awards for Excellence.

Why should you sponsor?

Tourism is now of such importance to the local economy, that it has been selected by political and business leaders as one of the growth sectors that have the potential to make a step change in our economy over the next decade.

The event is attended by over 500 people from private and public sector companies within the hospitality and tourism sector across Liverpool City Region including; Liverpool, Halton, Knowsley, Sefton, St Helens and Wirral.

Providing a platform for companies to meet and network with other organisations and keep up with industry news, LCRTA21 will celebrate the very best that the region has to offer.

Our Visitor Economy is worth £4.9 billion

Tourism supports 57,000 jobs

Liverpool City Region welcomed 67.3 million visitors in 2018

Brand Awareness

Showcase your product/service to the tourism industry, ensuring your business/brand is positioned at the forefront of the hearts and minds of tourism organisations.

Communications

Raise awareness of your brand as part of an integrated communications campaign including branding and messaging within targeted e-shots, press releases and web presence.

Networking

Gain access to a wide range of key decision makers in the tourism and hospitality industry via exclusive networking opportunities and events.

Social Network

Be a part of our active social media network #LCRTA21 including Twitter & Instagram.

AWARD CATEGORIES 2021

- 📍 B&B and Guest House of the Year
- 📍 Self-Catering Accommodation of the Year
- 📍 Hotel of the Year
- 📍 Ethical, Responsible & Sustainable Tourism Award
- 📍 New Tourism Business of the Year
- 📍 Independent Tourism Business of the Year
- 📍 Taste of England Award – Restaurant
- 📍 Taste of England Award – Café
- 📍 Pub of the Year
- 📍 Large Visitor Attraction of the Year
- 📍 Small Visitor Attraction of the Year
- 📍 Experience of the Year
- 📍 Unsung Hero Award
- 📍 Tourism Young Person of the Year
- 📍 Resilience and Innovation Award (New for 2021)
- 📍 Liverpool City Region's Hidden Gem (Public Vote)
- 📍 Outstanding Contribution to Tourism (announced at the awards ceremony)



As Headline Sponsor your brand will be fully integrated into the event with a range of benefits - from the launch of the nominations process through to the event itself, providing a long-term marketing communications opportunity.

You will be recognised as headline sponsor throughout all print, digital and live communications.

Benefits Pre-Event

- ✦ Named association with the awards as Headline Sponsor
- ✦ Association with a prestigious tourism award category
- ✦ High profile branding exposure throughout the media and communication campaign
- ✦ Acknowledgement as Headline Sponsor in a range of targeted press releases
- ✦ Company logo displayed prominently on all printed materials
- ✦ Advert on dedicated LCRTA21 website
- ✦ Hyperlink from LCRTA21 website to your company website
- ✦ Company logo on e-blasts to tourism businesses to drive nominations
- ✦ Company logo on nominee and guest correspondence as headline sponsor
- ✦ An opportunity for one of your senior executives to join the judging panel

Benefits on the Evening

- ✦ Opportunity to present an award to the winner of your sponsored category
- ✦ 10 VIP tickets to attend the LCR Annual Tourism Awards
- ✦ Company logo on front page of the official programme
- ✦ Full page advert within the official programme
- ✦ Company logo within the on-screen presentation
- ✦ Verbal acknowledgement of support during the evening from the event host
- ✦ Photo taken with winner and posted online, with sponsor recognition
- ✦ Access to key private/public sector decision makers in Visitor Economy across LCR
- ✦ Company logo on the photo backdrop for all winners' photographs
- ✦ Company logo included on printed seating and table plan
- ✦ Opportunity to provide guest 'gift'

Benefits Post-Event

- ✦ Exposure throughout post-event media and communication campaign
- ✦ Official event photography posted online, on Growth Platform and various partners website
- ✦ Continued recognition on any printed material that may be produced to showcase winners
- ✦ First option for sponsorship of 2022 event

**PLATINUM
PACKAGE**
£8,750
2 AVAILABLE

ASSOCIATE SPONSOR PACKAGE 2021

GOLD

As Associate Sponsor, your brand will be profiled as a key supporter of the event along with a maximum of two other sponsors. You will have the opportunity to engage with the event over a six-month period and be recognised as associate sponsor throughout all print, digital and live communications.

Benefits Pre-Event

- Association with a prestigious tourism award category
- Company logo and exposure throughout the media and communication campaign
- Acknowledgement as Associate Sponsor in a range of targeted press releases
- Company logo displayed prominently on all printed materials
- Company logo on dedicated LCRTA21 website
- Hyperlink from LCRTA21 website to your company website
- Company logo on e-blasts to tourism businesses to drive nominations
- An opportunity for one of your senior executives to join the judging panel

Benefits on the Evening

- Opportunity to present an award to the winner of your sponsored category
- 10 VIP tickets to attend the LCR Annual Tourism Awards
- Company logo featured within the official programme
- Full page advert within the official programme
- Company logo within the on-screen presentation
- Verbal acknowledgement of support during the evening from the event host
- Photo taken with winner and posted online, with sponsor recognition
- Access to key private/public sector decision makers in visitor economy across LCR
- Company logo on the photo backdrop for all winners' photographs

Benefits Post-Event

- Exposure through post event media and communication campaign
- First option of sponsorship for 2022 event

**GOLD
PACKAGE**
£5,000
3 AVAILABLE



CATEGORY SPONSOR PACKAGE 2021

SILVER

As Category Sponsor you will have the opportunity to be associated with one of the prestigious categories of your choice (subject to availability). Your business/brand will be profiled alongside this category pre, during and post event through a number of strategic communication methods.

Benefits Pre-Event

- Association with one of the prestigious tourism award categories
- Acknowledgement as Category Sponsor in related press releases
- Company logo on dedicated LCRTA21 website
- Hyperlink from LCRTA21 website to your company website

Benefits on the Evening

- Presentation on stage to the Award winner of the category you sponsor
- 5 VIP tickets to attend the LCR Annual Tourism Awards
- Half page advert within the official programme
- Company logo displayed within the on-screen presentation
- Acknowledgement of you as a category sponsor during the ceremony
- Photo taken with winner and posted online with sponsor recognition

Benefits Post-Event

- Acknowledgement in winners press release
- First option of sponsorship for 2022 event

SILVER PACKAGE

£2,400

INCLUDES 5
VIP SEATS

SILVER + PACKAGE

£2,850

INCLUDES 10
VIP SEATS



DRINKS RECEPTION SPONSOR 2021 **BRONZE**

Benefits Pre-Event

- 📍 Acknowledgement as Drinks Sponsor in a targeted press release
- 📍 Company logo on dedicated LCRTA21 website
- 📍 Hyperlink from LCRTA21 website to your company website

Benefits on the Evening

- 📍 Promotional material in drinks reception e.g. banners stating "Tonight's Drinks reception sponsored by ..."
- 📍 Half page advert within the official programme
- 📍 2 VIP tickets to attend the LCR Tourism Awards 2020
- 📍 Verbal acknowledgement during the evening from the event host
- 📍 Company logo displayed on-screen presentation as Drinks Sponsor

**BRONZE
PACKAGE**
£2,000
OR PRODUCT
IN KIND

ENTERTAINMENT SPONSOR 2021 **BRONZE**

Benefits Pre-Event

- 📍 Acknowledgement as Entertainment Sponsor in a targeted press release
- 📍 Company logo on dedicated LCRTA21 website
- 📍 Hyperlink from LCRTA21 website to your company website

Benefits on the Evening

- 📍 Half page advert within the official programme
- 📍 2 VIP tickets to attend the LCR Tourism Awards
- 📍 Verbal acknowledgement during the evening from the event host
- 📍 Company logo displayed on-screen presentation as Entertainment Sponsor

**BRONZE
PACKAGE**
£2,000

Additional Opportunities

The features and benefits of this partnership will include;

- 📍 Room dressing, table decorations, guest gifts, Twitter wall

We would be delighted to create a package tailored to suit your business and marketing requirements.

LIVERPOOL CITY REGION **TOURISM** AWARDS 2021

To discuss these amazing sponsorship opportunities and discover how a partnership with Liverpool City Region Tourism Awards 2021 can work for your business, please contact:

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Please note all package prices exclude VAT at the prevailing rate.

