



WIGAN BUSINESS AWARDS

*Sponsorship
Opportunities*

SHINING A LIGHT ON WIGAN'S BUSINESSES

As a sponsor, you'll play a vital role in acknowledging and celebrating the outstanding businesses that enrich the vibrancy of Wigan. By supporting **Wigan Business Awards**, you'll enhance your brand visibility, demonstrate your commitment to the local community, and gain unparalleled access to our awards finalists, PR opportunities, and exclusive events.

At Wigan Business Awards, our mission is to shine a spotlight on the exceptional businesses that fuel the heartbeat of Wigan. As an independent platform, we take pride in honouring the diverse range of talent within our borough, from dedicated sole traders to established industry leaders.

Since 2012, Launch North West has been organising business events, including Business Expo Wigan and Blackpool Expo. Having reached millions online and supported numerous forward-thinking businesses across the North West, we're dedicated to continuing this impactful work. We believe in the power of recognition, providing a platform for businesses to showcase their accomplishments and commitment to brilliance.

Now, we invite you to be a part of our journey...

The award ceremony takes place on **FRIDAY 8TH NOVEMBER at
THE EDGE, WIGAN**

BENEFITS

All our sponsorship packages come with immediate benefits included as standard, this is to ensure you get maximum value for your investment before, during and after the awards.

We start promoting your sponsorship the moment you sign up!



Marketing Support: We'll send you a Wigan Business Awards marketing pack, including branded graphics to share across your social media platforms to highlight your sponsorship ensuring you have the tools you need to amplify your involvement taking pride in where we live.



Brand Exposure: So that more people recognise you, your logo will be displayed on our website, social media, and promotional materials including our awards programme.



Social Media Spotlight: We'll announce your sponsorship to our engaged audience, thousands of people across all our social media platforms.



Networking Opportunities: Face to face is our thing so you'll be invited to our exclusive networking events with our finalists and winners.



PR Opportunities: Feature in our press releases, media interviews, and articles about the awards, we want everyone to get to know you and who doesn't love a good news story!

~~WIGAN'S BUSINESS OF THE YEAR AWARD~~ *Sold*

~~MICRO BUSINESS OF THE YEAR AWARD~~ *Sold*

~~FAMILY BUSINESS OF THE YEAR AWARD~~ *Sold*

FREELANCER OF THE YEAR AWARD

BEST NEW BUSINESS AWARD (TRADING UNDER 3 YEARS)

~~TRADE BUSINESS OF THE YEAR AWARD~~ *Sold*

~~HOSPITALITY BUSINESS OF THE YEAR AWARD~~ *Sold*

LEISURE AND TRAVEL BUSINESS OF THE YEAR AWARD

HEALTH & WELLBEING BUSINESS OF THE YEAR AWARD

CREATIVE & DIGITAL BUSINESS OF THE YEAR AWARD

IT & TECH BUSINESS OF THE YEAR AWARD

PROFESSIONAL SERVICES BUSINESS OF THE YEAR AWARD

SMALL RETAILER OF THE YEAR AWARD

SUSTAINABILITY CHAMPION AWARD

NOT FOR PROFIT OF THE YEAR AWARD

SKILLS INVESTMENT EXCELLENCE AWARD

EMPLOYEE OF THE YEAR AWARD

EMPLOYER OF THE YEAR AWARD

COMMUNITY IMPACT AWARD

~~CUSTOMER SERVICE EXCELLENCE AWARD~~ *Sold*

INDEPENDENT BUSINESS OF THE YEAR AWARD

LIFETIME ACHIEVEMENT AWARD

Award Categories

Plus our 'Peoples Choice' Award
Voted for by the public

Sold

HEADLINE SPONSOR

£10,000

- Prominent table of 10 for you and guests of your choice with your branding displayed on the table and VIP Drinks Package
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Headline sponsors logo prominently displayed on any email marketing and digital promotions
- Logo featured in the People's Choice Award Winner of Winners voting campaign.
- Headline sponsors logo prominently displayed on all print promotions distributed for the awards
- Headline sponsors logo prominently displayed on the awards website
- Opportunity to join the judging panel for some personal exposure
- Marketing pack including branded graphics to share on your social media and digital badges to add to your website and email footers
- Interview for press release announcing sponsorship including personal statement from the sponsors and links to your website
- Increased promotional activity across all social channels
- Invitation to pre and post awards networking and winners' events
- Logo placement on all awards tables
- Logo displayed on the media wall
- Personal thanks from our host for sponsoring the Wigan Business Award on the night.
- Opportunity to open the event on the stage at the ceremony which will be photographed
- Branding positioned and displayed throughout the awards event space
- Logo flashes on the big screen throughout the awards ceremony
- Full page editorial in A4 awards programme interview with the Organisers
- Personal Introductions to all finalists
- Photo opportunities with all the Category Winners on the night
- Photo opportunity with People's Choice Award Winner
- Logo featured on the awards certificate
- Quote from sponsors included in follow up press release
- Branded promotional items provided by sponsors can be included in the event's goodie bags

BOOK PACKAGE



PEOPLES CHOICE AWARD SPONSORS

£3,000

The People's Choice Award is unique at the Wigan Business Awards, where finalists vie for victory through public votes. Sponsors benefit from **widespread exposure** as all 66 finalists rally support from customers, friends, and colleagues.

- Includes 6 tickets to the awards for you and guests of your choice with your branding displayed on the table
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Logo prominently displayed on all digital promotions concerning your category
- Logo prominently displayed on the awards website concerning your category
- Your branding displayed on the digital voting page
- Logo featured on finalist's graphics announcing that voting is open
- Invitation to pre and post awards networking and winners' events
- Personal Introductions to the other category sponsors
- Logo on the screen during the award announcement alongside Winner's logo
- Logo displayed on the media wall
- Logo featured in the awards programme
- Personal thanks from our host for sponsoring your award category on the night.
- Opportunity to present the award for your category
- Photo opportunity with the Category Winner on the night
- Quote from sponsors included in follow up press release
- Branded promotional items provided by sponsors can be included in the awards goodie bags

CATEGORY SPONSORS

£1,250

- 4 tickets to the awards for you and guests of your choice with your branding displayed on the table
- Dedicated social media posts to announce category sponsorship across all platforms and partner platforms
- Logo prominently displayed on all digital promotions concerning your category
- Logo prominently displayed on the awards website concerning your category
- Marketing pack including branded graphics to share on your social media to announce your category sponsorship with digital badges to add to your website and email footers
- Invitation to pre and post awards networking and winners' events
- Personal Introductions to the other category sponsors
- Logo on the screen during the award announcement alongside Winner's logo
- Logo displayed on the media wall
- Logo featured in the awards programme alongside category finalists
- Personal thanks from our host for sponsoring your award category on the night
- Opportunity to present the award for your category
- Photo opportunity with the Category Winner on the night
- Branded promotional items provided by sponsors can be included in the awards goodie bags

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Sponsored by
METRO ROD

Sponsored by
dasco
CONSTRUCTION

Sponsored by
365
PEOPLE SUPPORT

Sponsored by
ASH
Integrated Services Ltd

Sponsored by
JUST
DIGITAL

BENCHMARK
INFORMATION TECHNOLOGISTS

Sponsored by
Aspire
Accounts

DRINKS SPONSORS

£700

3 AVAILABLE

- 2 tickets to the awards for you and a guest of your choice
- Your branding displayed on the drinks table on arrival
- Logo displayed on the media wall
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Logo displayed on the awards website
- Marketing pack including branded graphics to share on your social media to announce your sponsorship with digital badges to add to your website and email footers
- Invitation to pre and post awards networking and winners' events
- Logo flashes on the big screen during arrival
- Thank you feature in awards programme
- Branded promotional items provided by sponsors can be included in the awards goodie bags

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GOODIE BAG SPONSORS

£700

- 2 tickets to the awards for you and a guest of your choice
- Your branding displayed on the Goodie Bags given to attendees
- Logo displayed on the media wall
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Logo displayed on the awards website
- Marketing pack including branded graphics to share on your social media to announce your sponsorship with digital badges to add to your website and email footers
- Invitation to pre and post awards networking and winners' events
- Logo flashes on the big screen during the ceremony
- Thank you feature in awards programme
- Branded promotional items provided by sponsors can be included in the awards goodie bags

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WIGAN BUSINESS AWARDS

Organised by
Launch
North West

Contact Us



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The Edge, Wigan



BOOK NOW

