WIGAN BUSINESS AWARDS

Sponsorship Opportunities

Ask Us About Our Payment Plans



PLATINUM HEADLINE SPONSORS

VANLINERS
• THE VAN CONVERSION PEOPLE •
VL GROUP

ORGANISED BY

Launch North West

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 Wigan Business Expo 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 7TH NOVEMBER at THE EDGE, WIGAN**

SOME OF OUR 2024 STATISTICS

Date Range 9/02/2024 to 31/01/2025

ALL DATA IS ORGANIC

ORGANIC
FACEBOOK VIEWS
196.2k

FACEBOOK
CONTENT INTERACTIONS
11.4k

ORGANIC
INSTAGRAM REACH
8.5k

ORGANIC
LINKEDIN MEMBERS REACHED
12,208

ORGANIC
FACEBOOK REACH
58.3k

ORGANIC
INSTAGRAM VIEWS
45.2k

ORGANIC
LINKEDIN IMPRESSIONS
32,431

PEOPLE'S CHOICE VOTES
28,790

DURING OUR 2024 CAMPAIGN WE SPENT

£36,814.31

WITH LOCAL BUSINESSES

In 2024, together, we lifted the spirits of our community during tough times and shone a light on the small businesses that often get overlooked.

Thanks to the support of our 2024 sponsors:
We employed the services of **30** Northwest and Greater Manchester businesses, **23** of those were from Wigan & Leigh meaning we were able to reinvest **£36,814.31** directly back into our local community, supporting business owners and their families.

Even our venue, **The Edge**, is community owned. The Way Church directs all profits back into essential community resources, ensuring every penny goes in the pockets of local people.

Your sponsorship can truly make a difference, and we hope you'll continue on this journey with us and be part of something special.

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!

Our Award Categories

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

MICRO BUSINESS OF THE YEAR AWARD

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

~~FREELANCER OF THE YEAR AWARD~~ Sold!

~~BEST NEW BUSINESS AWARD (TRADING UNDER 3 YEARS)~~ Sold!

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

HOSPITALITY BUSINESS OF THE YEAR AWARD

LEISURE AND TOURISM BUSINESS OF THE YEAR AWARD

BEAUTY, HEALTH, & WELLBEING BUSINESS OF THE YEAR AWARD

~~ENGINEERING AND MANUFACTURING BUSINESS OF THE YEAR AWARD~~ Sold!

~~CREATIVE & DIGITAL BUSINESS OF THE YEAR AWARD~~ Sold!

IT & TECH BUSINESS OF THE YEAR AWARD

~~PROFESSIONAL SERVICES BUSINESS OF THE YEAR AWARD~~ Sold!

SMALL RETAILER OF THE YEAR AWARD

~~SUSTAINABILITY CHAMPION AWARD~~ Sold!

~~NOT FOR PROFIT OF THE YEAR AWARD~~ Sold!

SKILLS INVESTMENT EXCELLENCE AWARD

~~EMPLOYEE OF THE YEAR AWARD~~ Sold!

~~EMPLOYER OF THE YEAR AWARD~~ Sold!

~~COMMUNITY IMPACT AWARD~~ Sold!

CUSTOMER SERVICE EXCELLENCE AWARD

INDEPENDENT BUSINESS OF THE YEAR AWARD

~~LIFETIME ACHIEVEMENT AWARD~~ Sold!

Plus our 'Peoples Choice' Award

Voted for by the public

Sold!

PLATINUM HEADLINE SPONSOR ~~£7,000~~ *Sold!*



- Prominent table of 14 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
- Platinum 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.
- Platinum 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
- Photo opportunity with the organisers at your business premises
- Blog for your website announcing sponsorship
- News article added to the Awards website announcing sponsorship
- 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
- Logo printed on all award trophies handed to our winners
- 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
- Double page editorial in the awards programme and interview with the Organisers
- Personal Introductions to all finalists
- Logo featured on the awards certificate
- Logo added to any print materials printed after sponsorship purchased
- 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

GOLD HEADLINE SPONSOR £5,000

- 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
- Gold Headline Sponsors logo displayed on any email marketing and digital promotions
- Logo featured in the People's Choice Award Winner of Winners voting campaign.
- Gold Headline Sponsors logo displayed on all print promotions distributed for the awards
- Gold 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
- Photo opportunity with the organisers at your business premises
- Blog for your website announcing sponsorship
- News article added to the Awards website announcing sponsorship
- Interview for press release announcing Gold Headline 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.
- Branding positioned and displayed throughout the awards event space
- Logo flashes on the big screen throughout the awards ceremony
- Full page editorial in the awards programme and interview with the Organisers
- Personal Introductions to all finalists
- Logo featured on the awards certificate
- Logo added to any print materials printed after sponsorship purchased
- 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 ~~£4,000~~ Sold!

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.

We had over 28,790 votes in 2024! That's 28,790 pairs on eyes on your brand! Plus, during the voting campaign, our social media reach/impressions was 22,278, and that's not counting the shares by our finalists across their social media platforms!

- Includes 6 tickets to the awards for you & your guests with your branding displayed on the table
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Photo opportunity with the organisers at your business premises
- Blog for your website announcing sponsorship
- News article added to the Awards website announcing sponsorship
- 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
- Logo flashes on the big screen during intervals throughout the awards ceremony
- 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

BOOK PACKAGE

CATEGORY SPONSORS

£1,500

- 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
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to the Awards website announcing sponsorship
- 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
- Logo flashes on the big screen during intervals throughout the awards ceremony
- Personal thanks from our host for sponsoring your award category on the night
- Opportunity to present the award for your category on the night
- Photo opportunity with the Category Winner on the night
- Branded promotional items provided by sponsors can be included in the awards goodie bags

BOOK PACKAGE



WELCOME DRINKS SPONSORS

~~£1199~~ *Sold!*



- 2 tickets to the awards for you and a guest
- Your branding displayed on the welcome drinks table on arrival
- Additional banners prominently displayed in the foyer
- Logo displayed on the media wall
- Logo displayed on screen alongside the table plan
- Your branding displayed on the guests tables
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- 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 free of charge

BOOK PACKAGE

ENTERTAINMENT SPONSORS

£949 (2 AVAILABLE)

- Full page ad in event programme
- Logo displayed on the media wall
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- 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 prominently displayed on the big screen during the entertainment segments
- Logo flashes on the big screen during intervals throughout the awards ceremony
- Thank you feature in awards programme
- Branded promotional items provided by sponsors can be included in the awards goodie bags free of charge

BOOK PACKAGE





PRINT SPONSORS

~~£749~~ ~~(2 AVAILABLE)~~ *Sold!*

- Full page ad in event programme
- Logo displayed on the media wall
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- 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 intervals throughout the awards ceremony
- Thank you feature in awards programme
- Logo on any print material printed after you purchase this sponsorship
- Branded promotional items provided by sponsors can be included in the awards goodie bags free of charge

BOOK PACKAGE

FINALIST NETWORKING EVENT SPONSORS

£699

- Your branding displayed at the entrance and around the networking event
- Opportunity to open the Finalists Networking event which will be photographed
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- Logo displayed on the media wall at the award ceremony (7th November)
- 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 post awards networking and winners' events
- Logo flashes on the big screen during the awards ceremony
- Branded banners can be displayed during the networking event
- Thank you feature in awards programme
- Branded promotional items provided by sponsors can be included in the awards ceremony goodie bags

BOOK PACKAGE

EXCLUSIVE WINNERS EVENT SPONSORS

£699

- Your branding displayed at the entrance and around the exclusive winners event
- Opportunity to open the Winners event which will be photographed
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- Logo displayed on the media wall at the award ceremony (7th November)
- 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 awards 'Finalists Networking Event'
- Logo flashes on the big screen during the awards ceremony
- Branded banners can be displayed during the winners event
- Thank you feature in awards programme
- Branded promotional items provided by sponsors can be included in the awards ceremony goodie bags

BOOK PACKAGE

GOODIE BAG SPONSORS

~~£599~~ *Sold!*



- Your branding displayed on the Goodie Bags given to all attendees
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- 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 free of charge

BOOK PACKAGE

360 CAMERA SPONSOR

£529 (2 AVAILABLE)

- Full page ad in event programme
- Logo displayed on the media wall
- Logo displayed on all 360 photo’s and videos shared by guests
- Dedicated social media posts to announce sponsorship across all platforms and partner platforms
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- 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 intervals throughout the awards ceremony
- Thank you feature in awards programme
- Branded promotional items provided by sponsors can be included in the awards goodie bags free of charge

BOOK PACKAGE

CEREMONY DRINKS SPONSORS

£449

4 AVAILABLE

- Your branding displayed on the guests tables
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- 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 dinner
- Thank you feature in awards programme
- Branded promotional items provided by sponsors can be included in the awards goodie bags free of charge

BOOK PACKAGE

DESSERT SPONSORS

£349

(4 AVAILABLE)

- Your branding displayed on the dessert gifted to our guests
- Photo opportunity with the organisers
- Blog for your website announcing sponsorship
- News article added to Awards website announcing sponsorship
- 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

BOOK PACKAGE

GOODIE BAG INSERTS

£99

- You must provide the items to be placed in the bags in addition to the £99 charge
- Dedicated social media posts to announce your gift in the bags
- Logo displayed on the awards website
- Thank you feature in awards programme

BOOK PACKAGE

PROGRAMME ADVERTISING

£209 Full page A5 portrait advert
£159 Half Page A6 Landscape advert
£99 Quarter page A6 landscape advert

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