

WIGAN BUSINESS AWARDS 2026

Sponsorship Opportunities

PLATINUM HEADLINE SPONSORS



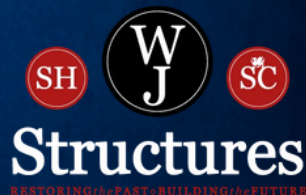
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OUR AMAZING 2025 SPONSORS



SHINING A LIGHT ON WIGAN'S BUSINESSES

Sponsors play a vital part in recognising and celebrating the outstanding businesses that will shape the future of Wigan. Supporting Wigan Business Awards will elevate your brand visibility, demonstrate real commitment to our borough, and you'll gain valuable access to our finalists, PR opportunities, and exclusive events.

Our mission is to highlight the exceptional businesses that keep Wigan moving forward. We take pride in celebrating the full spectrum of talent across our community, from passionate sole traders to established leaders, while creating a platform that champions excellence and inspires growth.

The awards have grown significantly since 2024 with record guest numbers, more finalists than ever, soaring social media engagement, and a **People's Choice vote that more than tripled**. This growth reflects the strength of the community we are building together.

This campaign enables us to actively invest in that community too. Wherever possible we use the services of our finalists, winners, and local partners, ensuring the economic impact of the awards is reinvested directly back into Wigan.

Our commitment to impactful storytelling was recognised when our 2024 campaign received the **Marketing Impact Award at the Greater Manchester Chamber Excellence Awards**. With more momentum than ever before, we are proud to continue raising the profile of Wigan's businesses both online and in person.

Now, we invite you to join us on the next stage of this journey.

The award ceremony for 2026 takes place on **FRIDAY 6TH NOVEMBER at THE EDGE, WIGAN**

Wigan Business Awards 2025



SOME OF OUR 2025 STATISTICS

Date Range 1/02/2025 to 17/11/2025

ALL DATA IS ORGANIC

ORGANIC
FACEBOOK
VIEWS

554K

182.36% INCREASE
FROM 2024 SO FAR

ORGANIC
INSTAGRAM
VIEWS

130K

187.61% INCREASE
FROM 2024 SO FAR

ORGANIC
LINKEDIN
MEMBERS REACHED

22,968

88.14% INCREASE
FROM 2024 SO FAR

ORGANIC
PEOPLE'S
CHOICE VOTES

88,742

208.24% INCREASE IN
VOTES FROM 2024!

ORGANIC
FACEBOOK
CONTENT INTERACTIONS

16.2K

42.11% INCREASE
FROM 2024 SO FAR

ORGANIC
INSTAGRAM
REACH

10.8K

27.06% INCREASE
FROM 2024 SO FAR

ORGANIC
LINKEDIN
IMPRESSIONS

54,509

68.08% INCREASE
FROM 2024 SO FAR

WE'RE ALREADY
SMASHING OUR 2024
STATISTICS WITH
MONTHS LEFT OF OUR
2025 CAMPAIGN!

*Are you in for
2026?*

WE'RE MAKING A DIFFERENCE, *Together!*

While we prepare the final statistics from our 2025 campaign, here is a look at the impact created by those who supported the awards last year and this year. It shows exactly what your sponsorship can help achieve.

In 2024, our sponsors helped us celebrate the resilience of our business community and shine a light on smaller businesses that are often overlooked. Their support enabled us to work with 30 North West and Greater Manchester suppliers, including **23 based in Wigan and Leigh**. This **reinvested £36,814.31 directly back into our local economy** and supported business owners and their families. Even our venue, The Edge, is community owned which means all profits stay within local community resources.

In 2025, this commitment to reinvesting locally has only grown. We regularly commission the services of our finalists, past winners and local partners. A great example is That Secret Ingredient, our **2024 Hospitality Business of the Year**, who returned to create this year's dessert for our guests. We also partnered with **2024 and 2025 finalists Resurrection Promotions** who helped us transform the room with a sequin wall, light up letters and numbers, themed centrepieces for our sponsors and much more.

When you support the awards, we support you in return.


Together with our guests and sponsors, we **raised £4,326 for our official charity partner, In Memory of Baby G**, through raffle tickets, cash donations and our GoFundMe appeal. In Memory of Baby G was founded by our **2025 Employee of the Year winners**, GHE Electrical, Fire and Security LTD, which makes this achievement even closer to the heart of our business community.

This is the difference sponsors make. **Your support strengthens local businesses, boosts our economy, elevates community causes** and helps us continue building something truly special for Wigan.


We look forward to sharing the full 2025 impact soon and would love to welcome you into our growing sponsor family.

SPONSOR BENEFITS


All our sponsorship packages come with immediate benefits included as standard. We want every sponsor to experience maximum value for their investment before, during and long after the awards night.




Stronger Brand Recognition and Visibility: Your business is seen, remembered, and talked about across a growing audience online and in person which helps keep you front of mind in the Wigan business community.




Enhanced Reputation and Credibility: Sponsoring signals that your business champions local success and invests back into the borough which builds trust and sets you apart as a leader.



Meaningful Connections and New Opportunities: You gain direct access to finalists, winners and fellow sponsors. These relationships often lead to new customers, collaborations and long term partnerships.




Positive PR and Storytelling Opportunities: Your business becomes part of a respected awards campaign backed by award winning marketing. This gives you regular chances to share good news stories and boost your public profile.



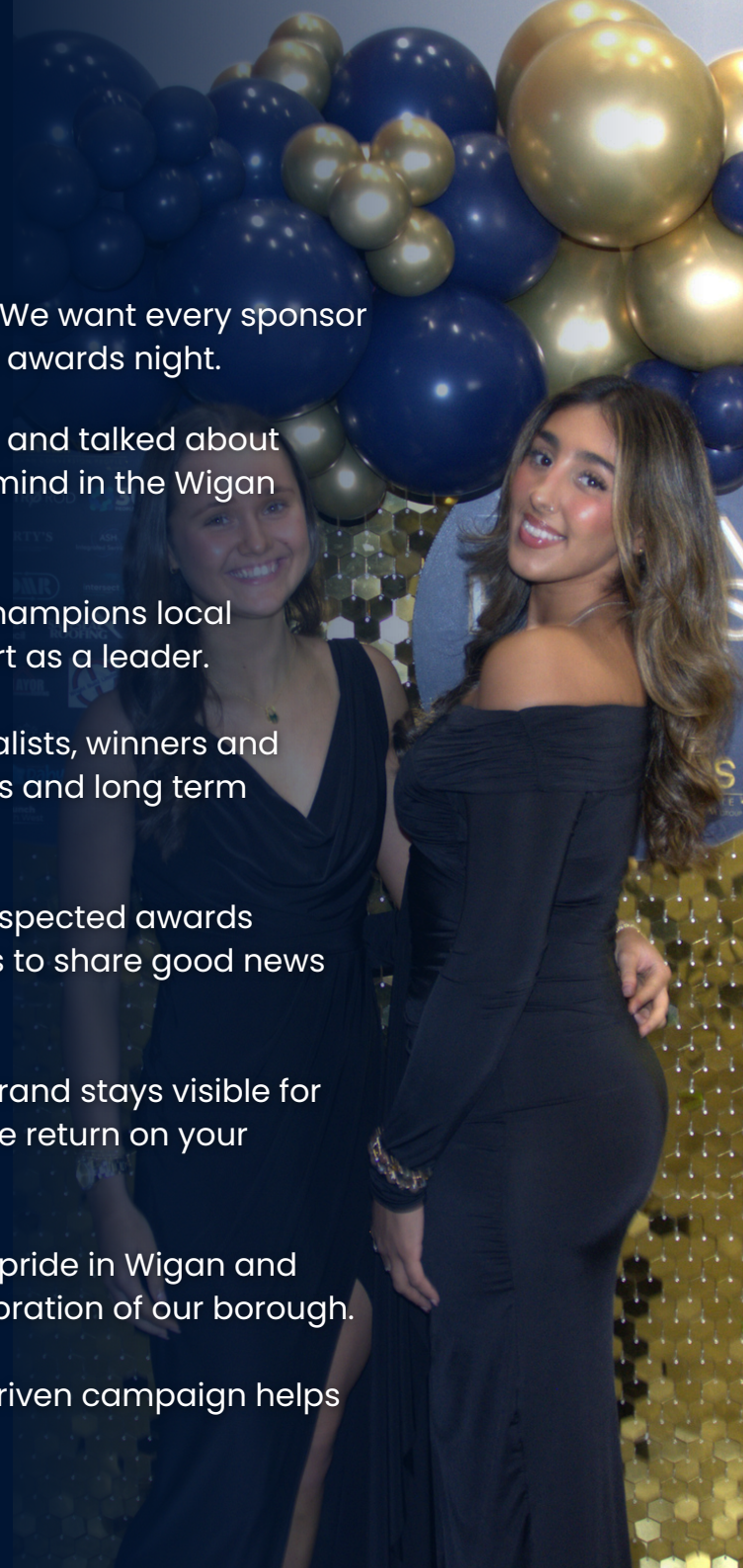
Year Round Presence and Brand Recall: With a twelve month campaign your brand stays visible for longer which increases recognition, reinforces your message and maximises the return on your investment.



Stronger Local Presence and Community Alignment: Your involvement shows pride in Wigan and positions your business as one that actively contributes to the growth and celebration of our borough.



Improved Employer Appeal: Being associated with a high profile, community driven campaign helps you attract great people who want to work for a business that values its roots.



WIGAN'S BUSINESS OF THE YEAR AWARD

MICRO BUSINESS OF THE YEAR AWARD

FAMILY BUSINESS OF THE YEAR AWARD

FREELANCER OF THE YEAR AWARD

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

TRADE BUSINESS OF THE YEAR AWARD

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

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~~ *Sold*

~~EMPLOYER OF THE YEAR AWARD~~ *Sold*

COMMUNITY IMPACT AWARD

CUSTOMER SERVICE EXCELLENCE AWARD

INDEPENDENT BUSINESS OF THE YEAR AWARD

LIFETIME ACHIEVEMENT AWARD

Our Award Categories

Plus our 'Peoples Choice' Award

Voted for by the public

Sold

PLATINUM HEADLINE SPONSOR

- 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 and 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 and 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



£8,000 +Vat

Sold

GOLD HEADLINE SPONSOR

- Seated at a prominent table with 8 tickets for you and guests of your choice.
- 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

£5,000+Vat

BOOK PACKAGE



PEOPLES CHOICE AWARD SPONSORS

The People's Choice Award is the only category at the Wigan Business Awards that is decided by the public. It gives our finalists and the sponsor significant visibility as supporters across the borough vote and share the campaign..

In 2024 we received over **28,790 votes**. In 2025 we went even further and reached an incredible **88,742 votes**.

That is 88,742 people engaging with the campaign and many more through social media activity. It is a strong opportunity for sponsors to place their brand in front of a large and active local audience.

- Includes 4 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



£4,500+Vat

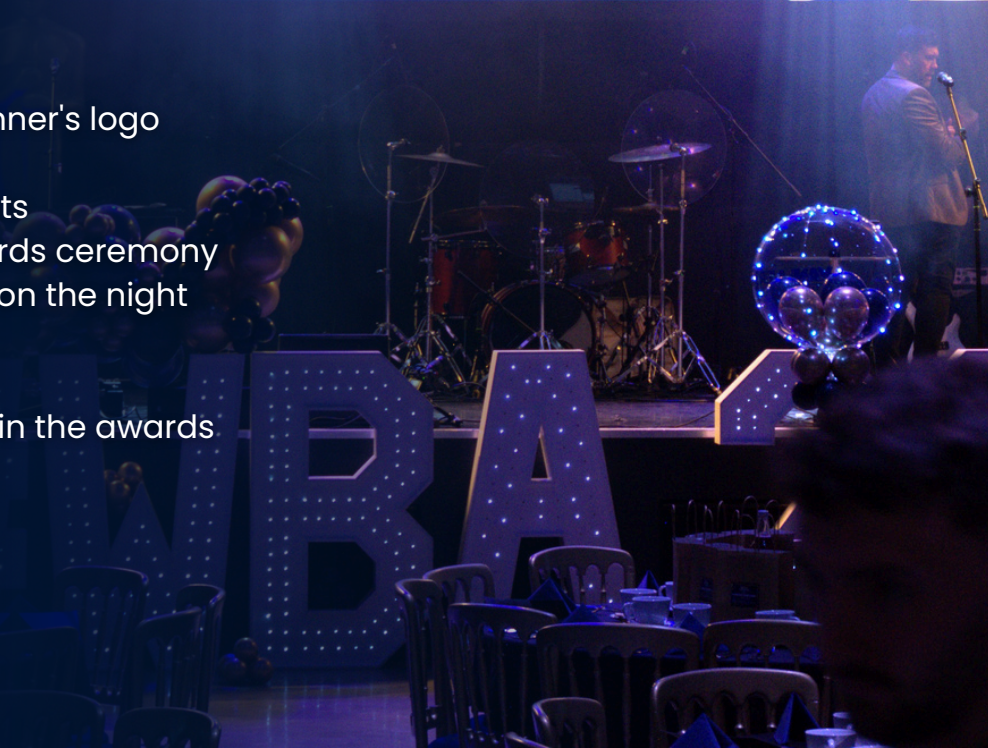
Sold

CATEGORY SPONSORS

£1,500+VAT

- 2 tickets to the awards 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+VAT

- 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 +VAT (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



FINALIST NETWORKING EVENT SPONSORS

£949 +VAT

- 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 to 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

£849+VAT

- 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 (6th 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



PRINT SPONSORS

£749 +VAT (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 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

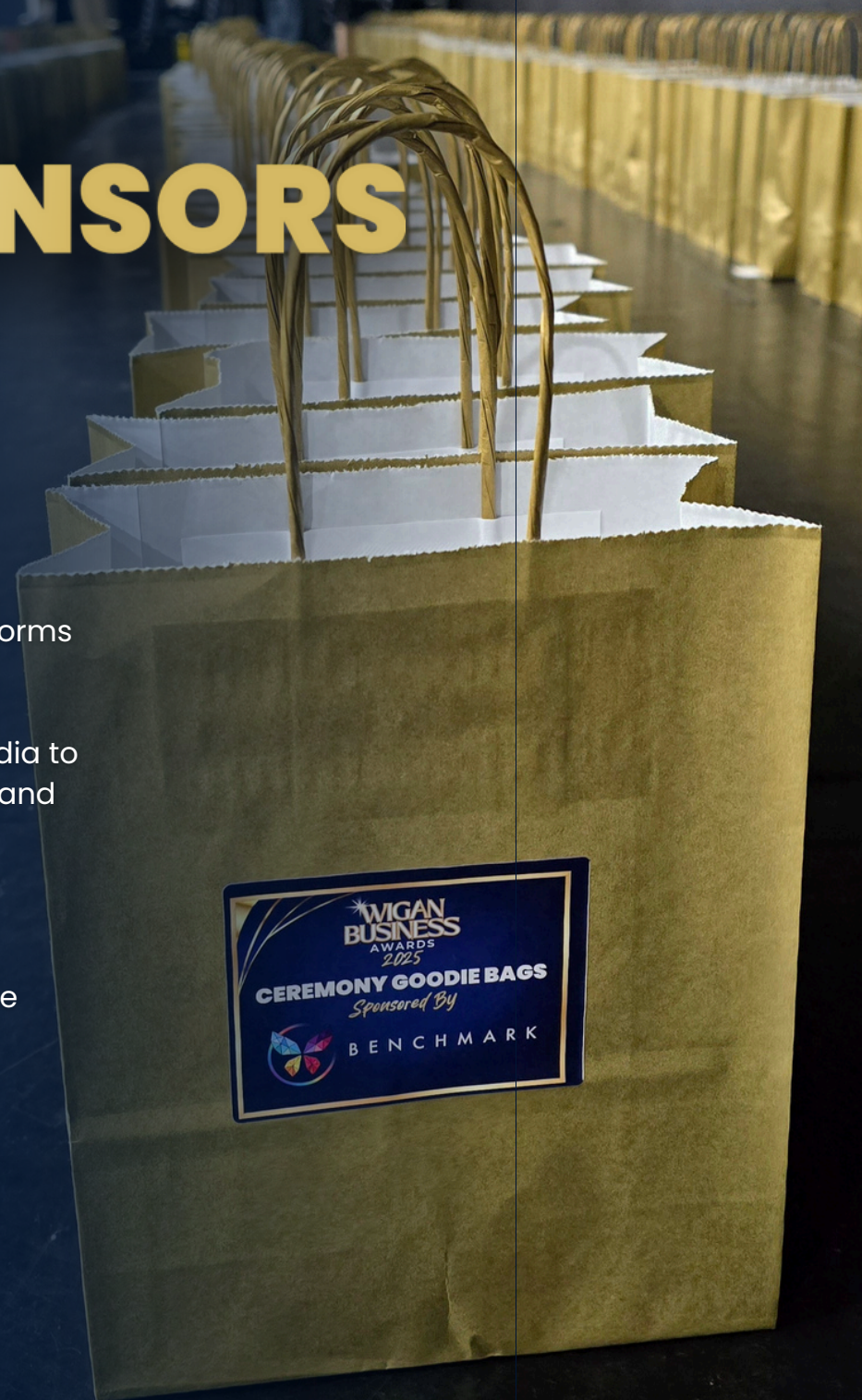


GOODIE BAG SPONSORS

£699 +VAT (2 AVAILABLE)

- 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



CEREMONY DRINKS SPONSORS

£549 +VAT (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

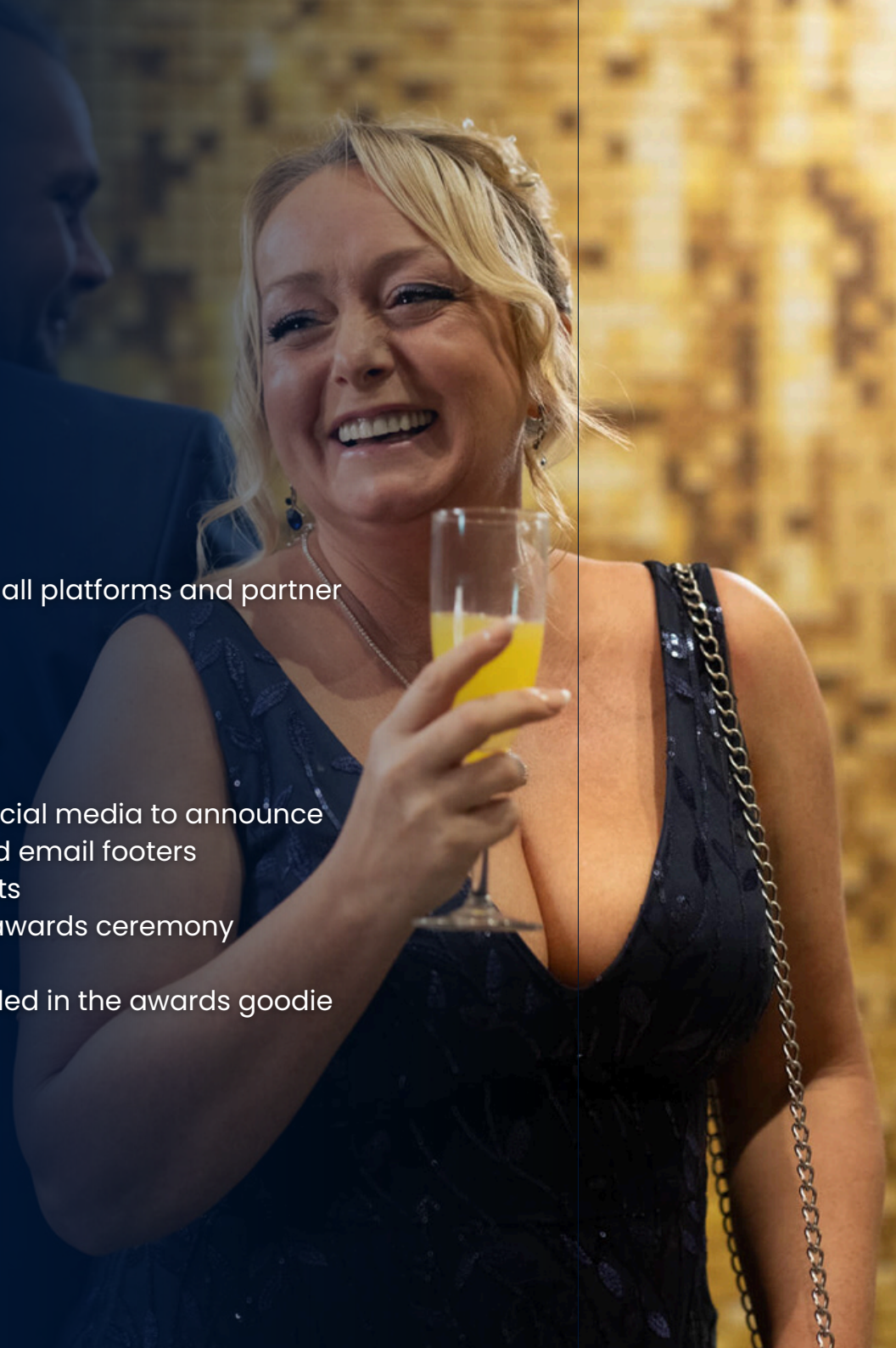


360 CAMERA SPONSOR

£449+VAT (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



GOODIE BAG INSERTS

£99 +VAT

- 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

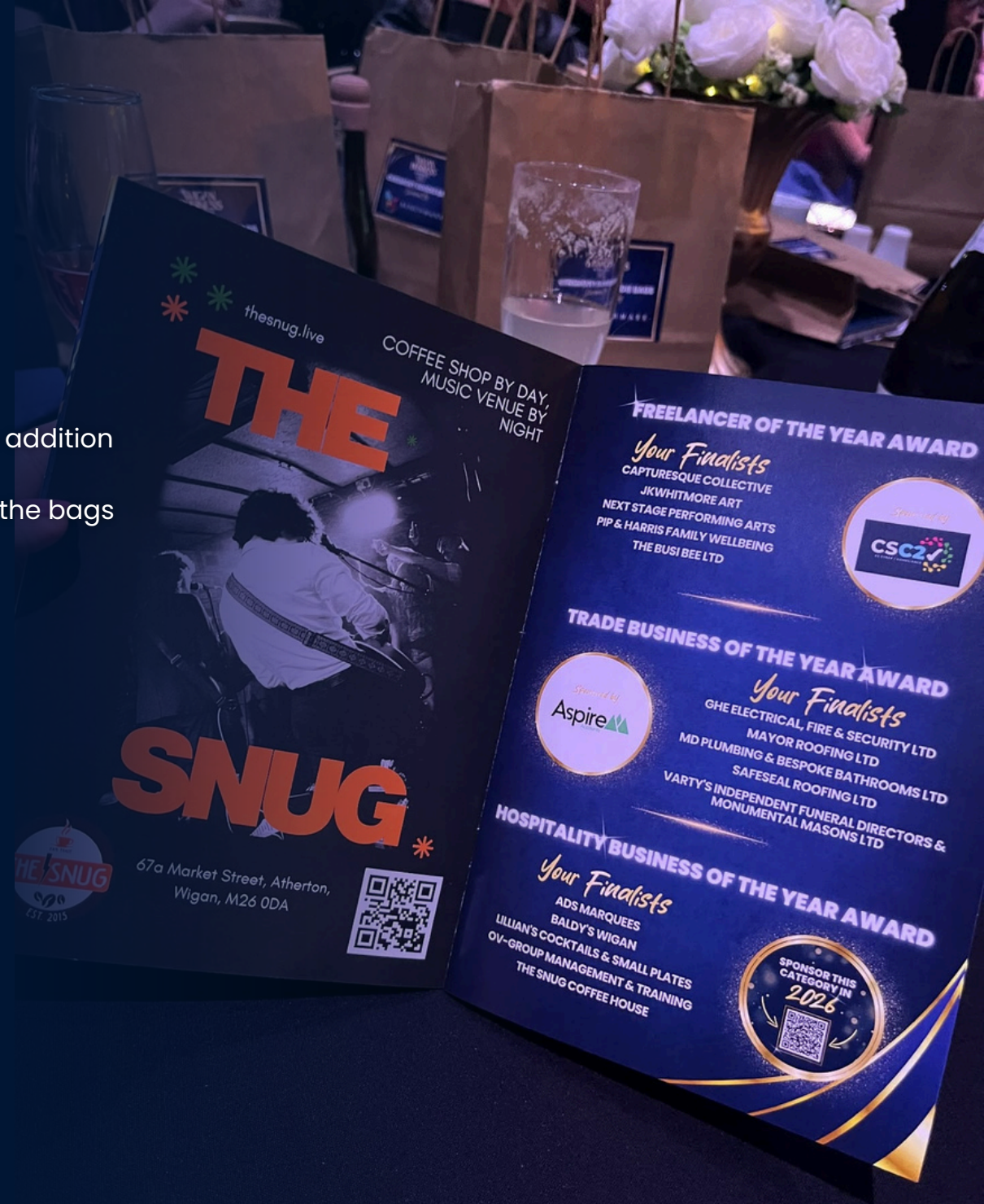
£209* Full page A5 portrait advert

£159* Half Page A6 Landscape advert

£99* Quarter page A6 landscape advert

***+VAT**

BOOK PACKAGE



WIGAN BUSINESS AWARDS 2026

Contact Us



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www.wiganbusinessawards.co.uk



The Edge, Wigan



PLATINUM HEADLINE SPONSORS

VANLINERS

• THE VAN CONVERSION PEOPLE •
VL GROUP



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Launch
North West

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