

WIGAN BUSINESS AWARDS 2026

Sponsorship Opportunities

PLATINUM HEADLINE SPONSORS



ORGANISED BY



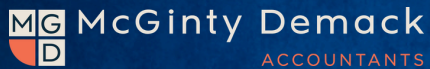
DECOR PARTNERS



Ask Us About Our
Payment Plans



OUR AMAZING 2026 SPONSORS SO FAR...



OUR OFFICIAL 2025 STATISTICS

DATE RANGE 1/02/2025 TO 31/01/2026

ALL DATA IS ORGANIC

ORGANIC
FACEBOOK
VIEWS

633.4K

222.83% INCREASE
FROM 2024!

ORGANIC
FACEBOOK
PAGE VISITS

28K

57.69% INCREASE
FROM 2024!

ORGANIC
INSTAGRAM
REACH

12.1K

42.35% INCREASE
FROM 2024!

ORGANIC
LINKEDIN
IMPRESSIONS

59,799

84.39% INCREASE
FROM 2024!

ORGANIC
FACEBOOK
CONTENT INTERACTIONS

17.9K

57.02% INCREASE
FROM 2024!

ORGANIC
INSTAGRAM
VIEWS

131.7K

191.37% INCREASE
FROM 2024!

ORGANIC
LINKEDIN
MEMBERS REACHED

25,456

108.52% INCREASE
FROM 2024!

ORGANIC
PEOPLE'S
CHOICE VOTES

88,742

208.24% INCREASE IN
VOTES FROM 2024!

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**

Welcome To
**WIGAN
BUSINESS
AWARDS
2025**



WE'RE MAKING A DIFFERENCE, *Together!*

Sponsor Impact: What Your Support Makes Possible

The impact of the Wigan Business Awards extends far beyond one evening. Thanks to the commitment of our sponsors, the Awards actively reinvest in local businesses, strengthen the supply chain and support community causes across Wigan & Leigh.

In 2024, sponsor 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 into the local economy, supporting business owners, their teams and families. Even our venue, The Edge, is community owned, ensuring profits stay within local community resources and benefit the borough long after the event has ended.

In 2025, this commitment to **reinvesting locally grew by 27.6%**. During the campaign, **we spent £46,991.46 with 24 local suppliers**, 21 of which were based in Wigan Borough. This growth reflects a deliberate approach to keeping spend local and creating meaningful commercial opportunities for businesses within our community.

We actively commission the services of our finalists, past winners and local partners, helping to turn recognition into real business opportunity. For example, **That Secret Ingredient (2024 Hospitality Business of the Year)** returned to create this year's dessert for our guests. Our event flowers were supplied by **Cherry Blossoms of Wigan (2024 finalist)**, while **Lowton Creative Workwear (2024 New Business winners and Micro Business Highly Commended)** provided our branded t-shirts and gilets. We also partnered with **Resurrection Promotions (finalists in both 2024 and 2025)**, who helped transform the room with bespoke décor, light-up features and sponsor centrepieces.

Together with our sponsors and guests, **we also raised £4,326 for our official charity partner, In Memory of Baby G**, reinforcing the strong link between business success and community impact.

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

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.



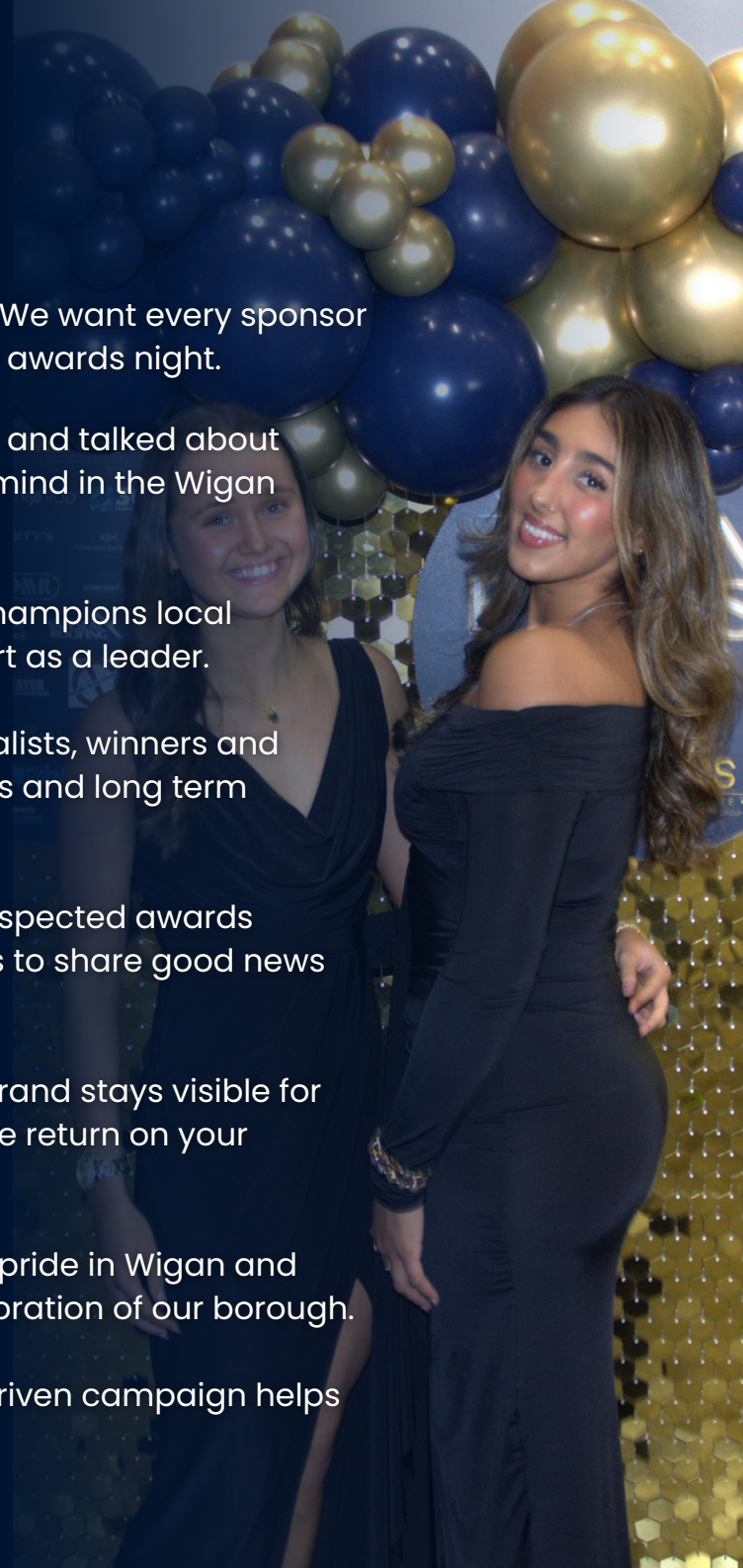
Year Round Presence and Brand Recall: With a twelve month campaign your brand stays visible for longer which increases recognition, reinforces your message and maximises the return on your investment.



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~~ *Sold*
~~WIGAN'S BUSINESSWOMAN OF THE YEAR~~ *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)~~ *Sold*
HOSPITALITY BUSINESS OF THE YEAR AWARD
LEISURE AND CULTURE BUSINESS OF THE YEAR AWARD
BEAUTY, HEALTH, & WELLBEING BUSINESS OF THE YEAR AWARD
~~ENGINEERING, MANUFACTURING & TRADE 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~~ *Sold*
~~SUSTAINABILITY CHAMPION 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~~ *Sold*
~~INDEPENDENT BUSINESS OF THE YEAR AWARD~~ *Sold*
~~LIFETIME ACHIEVEMENT AWARD~~ *Sold*

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

- 4 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 *Sold*

- 4 tickets to the awards with your branding displayed on the table
- 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 (~~£00F2 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 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 *Sold*

- 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



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

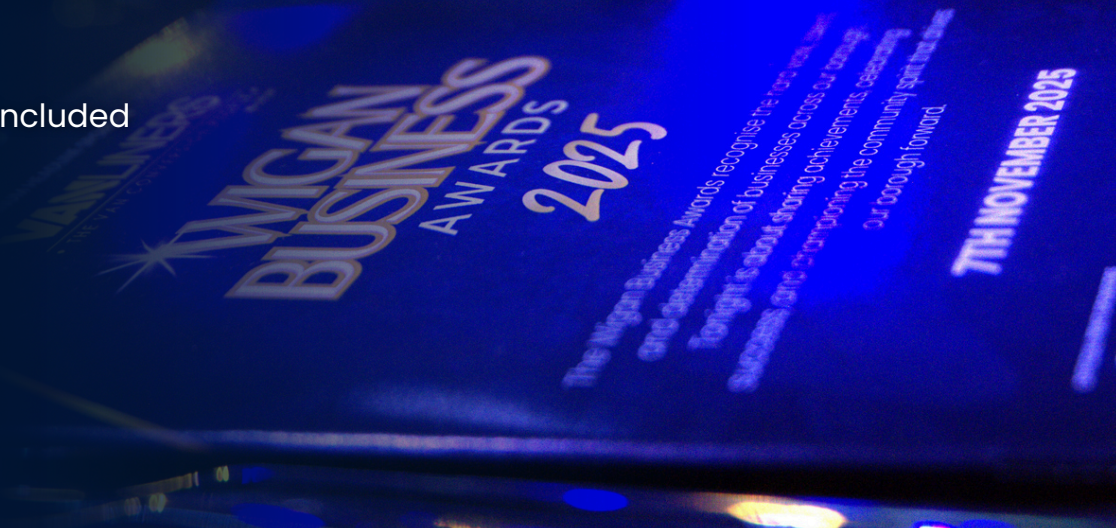


PRINT SPONSORS

£749 +VAT (1 OF 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 OF 2 AVAILABLE~~)

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



CEREMONY DRINKS SPONSORS

£549 +VAT (1 / 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

Sold

- 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



AWARDS PROGRAMME SPONSOR

£379 +VAT

- Full page ad on the back page of the 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
- Branded promotional items provided by sponsors can be included in the awards goodie bags free of charge

BOOK PACKAGE

Sold



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

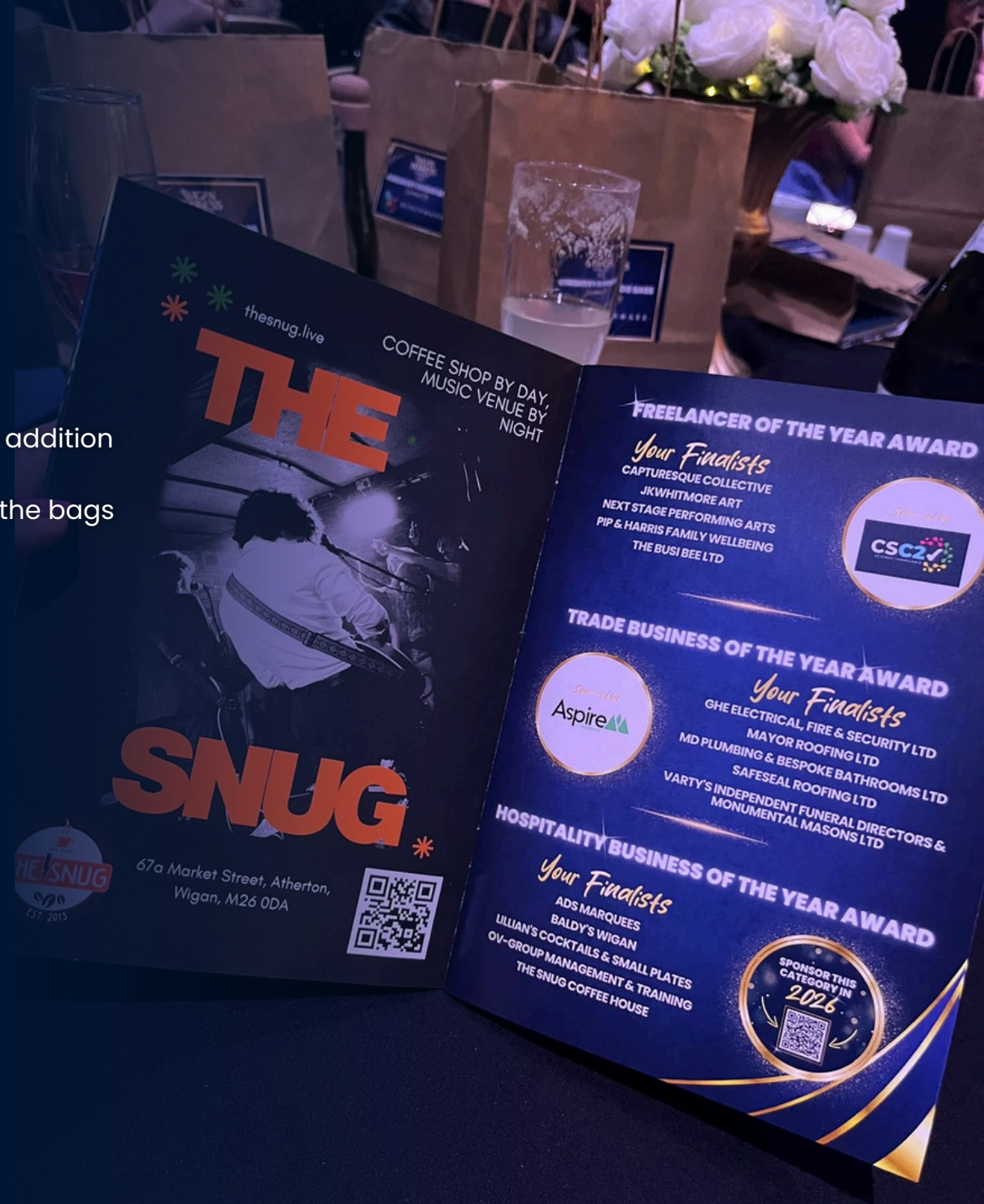
£209* Full page A5 portrait advert

£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



ORGANISED BY

Launch
North West

BOOK NOW

