



**The Beacon Awards 2023  
Sponsorship & Advertising**

**May - October 2023**

# Sponsorship and Advertising Opportunities

**We have some exciting opportunities for businesses across the district and beyond; to raise their profile, share brand and sales messages and to support some amazing community events.**

**We will be sharing opportunities as they arise but to start with on our website but this is a fantastic campaign to be associated with.**

**Check out the options currently available in the following pages and get in touch if you are interested in discussing any of them with us.**

**Please note: all prices quoted are exclusive of vat and sponsorship is allocated on a first come-first paid basis for suitable organisations.**

**Lichfield**  
district council

Brought to you by





# The Beacon Awards 2023

## Sponsorship & Advertising

### **Be a Part of Something Extraordinary!**

We invite you to join us as a proud sponsor of the Lichfield District Council Beacon Awards 2023, an exciting and prestigious event celebrating the outstanding achievements of businesses and community heroes across our district. As a sponsor, you'll have the opportunity to raise the profile of your brand, establish a partnership with a respected district council, and share your message with thousands of people who appreciate and support the remarkable work happening in our community.

### **Maximize Your Reach**

By becoming a sponsor, your brand will gain extensive exposure across multiple platforms, ensuring maximum visibility and engagement with our diverse audience. Your sponsorship messages will be prominently featured in our regular e-bulletins, reaching nearly 30,000 residents who are eager to stay informed about local events and initiatives. Additionally, our business newsletter, which is distributed to nearly 1,500 companies across Lichfield District, will showcase your brand to a professional audience of potential customers and partners.

### **Unleash the Power of Social Media**

As a sponsor, you'll benefit from the extensive reach of Lichfield District Council's social media platforms, which have a combined audience of over 20,000 people. Your brand will be showcased to a wide range of individuals, including residents, businesses, and community organisations. This influential online presence will help you connect with potential customers, generate brand awareness, and expand your network.

### **Prominent Exposure on High-Traffic Websites**

Your sponsorship will be prominently displayed on both the Lichfield District Council website and the dedicated Beacon Awards website, both of which receive thousands of visits each week. This strategic placement ensures that your brand will be seen by a large and diverse online audience, creating opportunities for increased recognition, customer engagement, and positive brand association.

Celebrating the very best businesses  
and our amazing community heroes  
from across Lichfield District.



## The Beacon Awards 2023 Sponsorship & Advertising

### Benefits of Sponsorship and Advertising

**Enhanced Brand Visibility:** Your brand will receive widespread exposure across various channels, significantly increasing brand recognition and recall among your target audience.

**Credibility and Trust:** By partnering with Lichfield District Council, you'll gain the credibility and trust associated with working alongside a respected governmental body. This partnership will enhance your brand's reputation and foster positive perceptions among consumers and fellow businesses.

**Amplified Message Delivery:** Leverage our extensive reach to share your messages, promotions, and offerings with thousands of engaged individuals who are passionate about our community. This targeted exposure ensures that your marketing efforts reach the right people at the right time.

**Networking and Collaboration Opportunities:** Connect with other like-minded businesses, community leaders, and influential individuals during the Beacon Awards event, fostering valuable relationships that can lead to future partnerships, collaborations, and business opportunities.

**Community Engagement:** Demonstrate your commitment to the local community and showcase your brand's dedication to supporting businesses and individuals making a positive impact. Aligning with the Beacon Awards allows you to connect with the hearts and minds of residents, generating goodwill and loyalty towards your brand.

**Don't miss this exceptional opportunity to elevate your brand,** showcase your commitment to community excellence, and reach thousands of engaged individuals. By becoming a sponsor of the Lichfield District Council Beacon Awards 2023, you'll enjoy unparalleled exposure and valuable connections that can help drive your business forward. Contact us today to discuss the sponsorship packages available and secure your place in this remarkable event. Together, let's celebrate the extraordinary achievements of our community heroes and businesses, and create a lasting impact in the Lichfield District.

# The Beacon Awards 2023

## Business Awards

Start Up Business of the Year

Independent Business of the Year

Customer Service Award

Tourism and Hospitality Business of the Year

Apprentice / Young Business Person of the Year

Employer of the Year

Large Business of the Year

Small Business of the Year

Best Sustainable Business

Entrepreneur of the Year

## Community Awards

Lichfield Shining Light - District Legacy Award

Community Hero

Charity of Social Enterprise of the Year

The awards will be presented at a glamorous black tie event at the National Memorial Arboretum on Thursday 12 October 2023.

You can find out more by visiting the dedicated website [beaconawards.co.uk](https://beaconawards.co.uk)

# The Beacon Awards Sponsorship

## Sponsorship Opportunities

### Hero Brand Sponsor - The Lighthouse Package

As the Main Sponsor of the Beacon Awards, you will be the guiding light illuminating local businesses.

You will enjoy a full page and links to your website on the Beacon Awards website and be featured on the Lichfield District Council website. Social media will be set ablaze with a post every month on the LDC platform. Elsewhere, you can expect to have articles about your business in the resident and business newsletters reaching around 35,000 people across the district and included in all campaign communications over the next three months. Your package also includes a table for ten guests at the glittering awards ceremony in October and a full page inside cover in the winners' brochure.

**Sponsorship Fee - only £3k**

### Award Category Sponsor - The Lantern Package

Throwing a spotlight on the category of your choice as a Category Sponsor, you will be one of the brightest parts of the Beacon Awards. With just one sponsor per category, you will be an integral part of the ceremony and everything that surrounds it. You can expect your advert to feature in the monthly resident newsletter about the awards until October, reaching nearly 30,000 residents, and appear on both the Lichfield District Council and Beacon Awards website. Your own page in the winners' brochure will give you a chance to sparkle! At the ceremony, you will get two seats and get to judge and present an award, along with your fellow business community members.

**Sponsorship Fee - only £750 per award category**

# The Beacon Awards Sponsorship

## Sponsorship Opportunities

### The Candle Package - Associate Category Sponsor

Be a light for the Beacon Awards when you take your place as an Associate Category Sponsor. You will be helping to champion a category that aligns with your business mission that means the most to you. Your advert will be included in the resident e-newsletter reaching over 30,000 residents plus you will have a social post featuring you and your services to all followers of Lichfield District Council (around 20,000 people) and an advertisement in the winners' brochure. And with two seats at the glittering awards ceremony itself, your support will make this an awards season to remember.

**Sponsorship Fee - only £250 per award category**

### The Kindling Advertising Package

All it takes is a few embers to keep the flames burning. Take one of these 75 prime advertising spots. For just £50, your business will enjoy advertising on the Beacon Awards homepage for one month. This website is sure to be a hub of activity and excitement during this inaugural awards season. Expect a wildfire!

**Advert on the Beacon Awards Website - £50**

#### **Terms:**

**All prices are exclusive of VAT that will be added to the invoice.**


**Payment must be received before your package commences**

**Upon payment one of the team will be in touch to talk about next steps**

If you are interested in any of these opportunities you can complete [this form](#) and one of the team will be in touch with you as soon as possible.

Or you can call us on 01543 308822 or email [communications@lichfielddc.gov.uk](mailto:communications@lichfielddc.gov.uk)

**We look forward to talking with you.**



### Sponsorship & Advertising Enquiries

If you are interested in sponsoring any of our sponsorship or advertising opportunities, please fill in this form and one of the team will get back to you as soon as possible.

Full Name

Your Email Address

Your Business or Organisation Name

Which sponsorship or advertising package(s) are you interested in?

Date