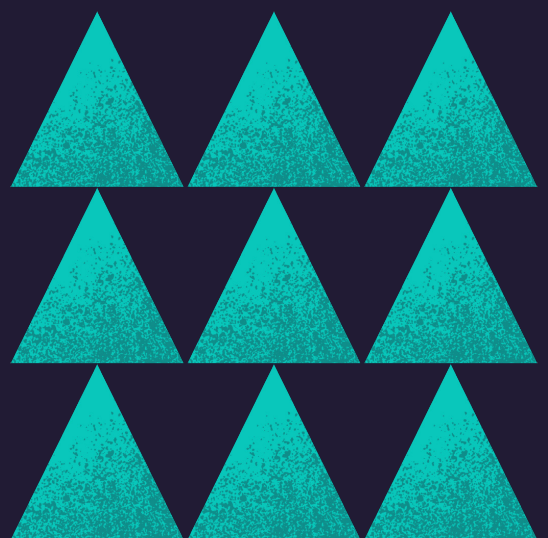


Liverpool
Chamber.
INNOVATION
IN BUSINESS
AWARDS
2022

Sponsorship
Packages 2022



About the event:

Liverpool and Sefton Chambers of Commerce Annual Dinner and Awards return on Thursday 17 November, with the event again celebrating the innovation shown by businesses from across Liverpool and Sefton. In announcing the Liverpool Chamber Innovation Awards 2022, we are delighted to once again offer sponsorship opportunities to one of the most prestigious business events in the city region.

With up to 375 guests expected to attend, the event provides the perfect platform to develop relationships with existing clients and colleagues, to network with some of the most influential business leaders in the city region, or simply to celebrate and recognise the contribution of your

team throughout the past year.

The awards will once again celebrate those businesses and individuals who have driven their organisation forward throughout the year, with each category presenting a traditional award to an outstanding business in the field, alongside a supplementary special award for an innovator, who has modernised to the advantage of their business, team and wider community.

The event will continue after the dinner at a city centre location for our Official Aftershow Party, with attendees celebrating their successes and continuing to maximise the networking opportunities afforded by the evening.



For those wanting to maximise their participation in this event, we have headline, drinks reception and individual award sponsorship opportunities.

HEADLINE SPONSORSHIP OPPORTUNITY 6000+VAT

Headline sponsorship of this unique event carries with it a raft of features and benefits including unrivalled networking opportunities with your colleagues, guests, and hundreds of individuals from high performing businesses as well as guaranteed extensive social media reach and inclusion in emails and direct mails to target customers.

Before the Event

- Event to be titled "Liverpool Chamber Innovation in Business Awards, in association with your organisation" (or similar wording as agreed)
- Prominent featuring of logo in all promotional material inc. social media, website and magazine
- Regular Twitter updates featuring headline sponsor (c.28.5k followers)
- Regular LinkedIn updates featuring headline sponsor (c.6k connections)
- Regular Facebook updates featuring headline sponsor (c.5k connections)
- Sponsor name/logo carried on the event listing on the Liverpool & Sefton Chambers of Commerce website
- Inclusion on judging panel for awards
- Company name featured in at least two news editorial features on the Liverpool & Sefton Chambers of Commerce website
- Logo included in e-shot sent to Chamber mailing list

On the Night

- One VIP table for ten guests on a table in prime position at our Awards Ceremony (including wine)
- Opportunity to provide banner stands in drinks reception and main event space, as well as at Aftershow Party event location

- Sampling opportunities to all guests
- A supplementary data gathering "raffle" will be run to gather data for as many attendees as possible, with a data sharing agreement allowing this data to be passed to the headline sponsor
- Full back page in event programme
- Verbal acknowledgements from host
- Opportunity to make a brief address to event audience
- Acknowledgement of sponsorship from Liverpool & Sefton Chambers of Commerce Chair
- Logo on screen during dinner
- Sponsor logo on e-tickets
- Company logo on stage during presentation of "Chair's Award" sponsored award category
- Company representative to present "Chair's Award"

Post Event

- Two tickets to "Winners Executive Reception", a dining opportunity for all successful event winners and sponsors
- Prominent featuring of logo in all post event coverage inc. social media, website and magazine
- Logo included in e-shot sent to Chamber mailing list

DRINKS RECEPTION AND PRESENTING SPONSOR OPPORTUNITIES £3,500 + VAT

Our drinks reception will welcome guests to our host venue, ensuring that your brand is among the first visible to our VIP guests, visitors and fellow sponsors. This sponsorship package offers exclusive branding of the reception, along with further sampling opportunities to all guests. This package can also be displayed as a "Presenting" or "Associate" sponsorship, depending on preference.

Before the Event

- Regular Twitter updates featuring sponsor (28.5k followers)
- Regular LinkedIn updates featuring sponsor (6k connections)
- Regular Facebook updates featuring sponsor (c.5k connections)
- Sponsor name/logo carried on the event listing on the Liverpool & Sefton Chambers of Commerce website
- Inclusion on judging panel for awards
- Company name carried in minimum two news editorial features on the Liverpool & Sefton Chambers of Commerce website, one prior to the event and one post event
- Logo included in e-shot sent to Chamber mailing list

On the Night

- One VIP table for ten guests on a table in prime position at our Awards Ceremony (including wine)
- Opportunity to provide banner stands in drinks reception and main event space, as well as at Aftershow Party event location

- Full inside front cover page in event programme
- Verbal acknowledgements from host
- Acknowledgement of sponsorship from Liverpool & Sefton Chambers of Commerce Chairman
- Company logo on stage during presentation of "Business of the Year Award (for either over or under 30 employees)" sponsored award category
- Company representative to present "Business of the Year Award (for either over or under 30 employees)"
- Logo on screen during dinner
- Sponsor logo on e-tickets

Post Event

- One ticket to "Winners Executive Reception", a dining opportunity for all successful event winners and sponsors
- Prominent featuring of logo in all post event coverage inc. social media, website and magazine
- Logo included in e-shot sent to Chamber mailing list



AWARD SPONSORSHIP OPPORTUNITY £2,500 + VAT

Sponsoring an award at the Liverpool Chamber Innovation Awards aligns your brand with excellence, innovation and success. It positions your business in front of the region's top business leaders, key influencers and emerging stars, offering further marketing and branding opportunities to those participating in the awards.

Before the Event

- Regular Twitter updates featuring sponsor (28.5k followers)
- Regular LinkedIn updates featuring sponsor (6k connections)
- Regular Facebook updates featuring sponsor (c.5k connections)
- Sponsor name/logo carried on the event listing on the Liverpool & Sefton Chambers of Commerce website
- Company name carried in minimum of two news editorial features on the Liverpool & Sefton Chambers of Commerce website, one prior to the event and one post event

On the Night

- One VIP table for ten guests in prime position at our Awards Ceremony (including wine)
- Opportunity to provide banner stand main event space, as well as at Aftershow Party event location
- Full page in event programme
- Verbal acknowledgements from host

- Acknowledgement of sponsorship from Liverpool & Sefton Chambers of Commerce Chairman
- Company logo on stage during presentation of your sponsored award category
- Company representative to present your sponsored award category
- Logo on screen during dinner
- Sponsor logo on e-tickets

Post Event

- One ticket to "Winners Executive Reception", a dining opportunity for all successful event winners and sponsors
- Prominent featuring of logo in all post event coverage inc. social media, website and magazine

To discuss these opportunities further, please contact Tom Woolley via tom.woolley@liverpoolchamber.org.uk

Digital Communications Reach Data

28.5K

Followers on Twitter

6,450K

Followers on LinkedIn

5.8K Followers
and **5K** Likes on FB

250+

Followers on recently
launched Instagram

145,000+
total organic
social media
impressions
on the night of
the Innovation
in Business
awards 2021

117,000

Total direct reach
via various channels

3.5K subscribers to
weekly E-Newsletter

53,000 website sessions
per year

11K digital impressions for
Well Connected Magazine
and **731** reads plus **3,000**
printed copies distributed to
decision makers and
strategic locations



Connect
Support
Thrive.

Find out more via
Tom.Woolley@liverpoolchamber.org.uk

Book a table via
Events@liverpoolchamber.org.uk

Liverpool
Chamber.

