

# Sub36

**LANCASHIREBUSINESSVIEW**



**Sub36 is a showcase of Lancashire's most influential, innovative and inspiring young men and women in business.**

## The 2019 Awards **Sponsorship Pack**

[sub36.co.uk](http://sub36.co.uk)

@LBVSub36

#Sub36

## About Sub36



The Sub36 awards celebrate the young entrepreneurial, professional and business talent that the Lancashire region has to offer! **It rewards those aged under 36 who are setting the pace in business.**

It's a celebration of the success of those beginning to carve their careers, moving up the ranks or already at the top of their game, using their youthful vision to bring ideas that positively disrupt their sectors.

Sub36 is back for 2019 with a series of networking events for the next generation of Lancashire leaders culminating in the annual awards event in October.

Entries for Sub36 Awards 2019 almost doubled on the previous year and finalists in each category were increased from four to six due to the quality of entries.

### **Why should I sponsor?**

Sub36 2019 is not just an event - it's a campaign that champions the county's

young talent, promoting the forward-thinking businesses that support this vital initiative.


Sponsorship offers the opportunity for you to be involved in the awards plus the series of networking events which run throughout the year, ahead of the awards.

Promote your brand in association with one of the 10 award categories or via a number of different options available for sponsorship.

### **New for 2019:**

#### **Mentoring Programme**

Sub36 sponsorship now also includes the chance to mentor the winners via our Bespoke mentoring programme with our partners Northern Mentoring Programme.



## How are the awards judged?

Entry submission for the awards is via online entry forms on our dedicated awards platform. Candidates can register for an account and work on their entries in draft form until ready to submit.

The entry forms are then validated and pre-scored by our judges will determine our list of finalists for each category.

Each finalist will then be interviewed before winners are decided and announced on the night.

As a sponsor you will be invited to join the judging panel of senior business figures to decide who is worthy of winning.

As a Sub36 judge you will be given the chance to meet and forge relationships with fellow judges and category nominees.



## Key Dates\*

### **Awards Launch**

At Sub36 networking event in April 2019

### **Deadline for all entries**

September 2019

### **Initial pre-judging / validation**

September 2019

### **Finalists Announced**

September 2019

### **Judging Day**

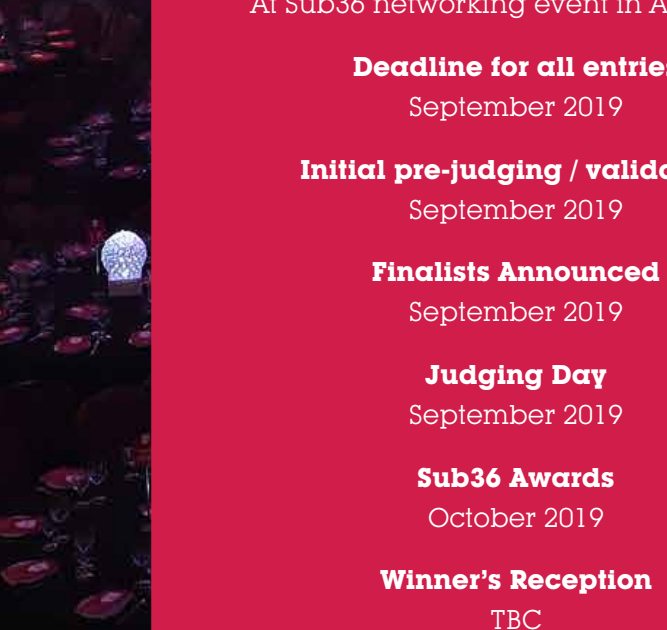
September 2019

### **Sub36 Awards**

October 2019

### **Winner's Reception**

TBC



\*subject to change

# The Marketing Campaign

**The Sub36 awards will utilise the strong marketing platforms of Lancashire Business View for extensive promotion** through Lancashire Business View magazine, its website, email bulletins, social media, PR and through partner channels.

## Lancashire Business View Magazine

(9,000 copies bi-monthly, 30,000 readers)

- Launch of awards with call to action - May/June edition
- Entry drive - July/August
- Preview to awards - Sep/Oct edition
- Awards review - Nov/Dec edition

## Website

- Sub36.co.uk live now
- Site to be relaunched for launch of awards to feature prominent sponsor branding

## Twitter

- @LBVSub36 live now
- Hashtag #Sub36

## E-Mail

(over 11,000 subscribers)

- Awards launch - April
- Reminder / push for entries - May - August
- Final push for entries - End of August
- Shortlist announced - September
- Post-event review - October

## Sponsors Marketing Pack

All sponsors will receive a full marketing pack to support the campaign which will include branded materials such as emails, flyers, press release templates, and logos.

## Networking

- Launch at Sub36 networking event - April
- Two further Networking events - June and August
- Meet fellow judges on the judging day - September
- The Awards Ceremony
- Post-event drinks reception - early November TBC

## Awards Brochure

An awards brochure will be available to all guests on the night.

## PR

A full PR campaign including press releases before and after the awards will take place. The Sub36 awards will utilise the strong marketing platforms of Lancashire Business View for extensive promotion through Lancashire Business View magazine, its website, email bulletins, social media PR and through partner channels.



## Headline Sponsor

£6000 +VAT



### In Advance

- Attendance at the launch event plus logo on all event material
- Headline sponsor status on all event marketing materials – Sub36 Awards in association with Your Organisation
- Most prominent logo / credit on event microsite with link to homepage
- Most prominent logo / credit on all Sub36 Awards marketing emails to the Lancashire Business View subscriber database
- An opportunity to join judging panels for the awards competition
- Inclusion / credit in news releases produce in relation to the event
- Announcement of the headline sponsor (s) in a solus email to LBV database
- Mention in regular posts on all of LBV's popular social media platforms plus exclusive posts which feature headline sponsors only
- Logo / credit on all Sub36 Awards adverts in Lancashire Business View

### On The Night

- Sponsorship of an award on the evening and the opportunity to present this award at the event
- An opportunity to deliver a short sponsor welcome speech at the awards ceremony
- A branded page in the awards programme distributed at the event; plus a full page advert in the programme; plus a brief editorial welcome message
- Most prominent branding on appropriate awards presentation materials on AV screens throughout the event. Where a specific item or element is sponsored (eg – menu, table plans, twitter wall etc.) headline sponsor branding will be excepted
- A complimentary table of ten on the evening
- Credit / thank you in MC script on the evening at the event

### After The Event

- Most prominent logo / credit in the round-up bulletin sent to the LBV database the day after the event
- The opportunity to attend a follow-up event for sponsors and winners with a short speaking slot
- Inclusion / credit in news releases produced in relation to the event

# Drinks Reception

£1500 +VAT

## **In Advance**

- Logo / credit on all Sub36 Awards adverts in Lancashire Business View
- Logo / credit on event microsite with link to home page
- Logo / credit on all Sub36 Awards marketing emails to the Lancashire Business View subscriber database
- An opportunity to join the judging panels for the awards competition
- Mentions in regular posts on all of LBV's popular social media platforms
- Inclusion / credit in news releases produced in relation to the event

## **On The Night**

- Branding throughout drinks reception
- Full page advert in the awards programme distributed at the event
- Four tickets to the event
- Credit / thank you in MC script on the evening at the event

## **After The Event**

- Logo on each page of the Lancashire Business View awards review
- The opportunity to attend a follow-up event for sponsors and winners
- Inclusion / credit in news releases produced in relation to the event



# Social Media Partner

£3500 +VAT

## In Advance

- Sub36 Awards Twitter powered by THE SPONSOR' in prominent position at [www.sub36.co.uk](http://www.sub36.co.uk) (with direct link back to your site)
- In the @LBVSub36 twitter profile (until March 2019)
- Sponsor status on all event marketing materials
- Logo / credit on all Sub36 Awards adverts in Lancashire Business View
- Logo / credit on event microsite with link to homepage
- Logo / credit on all Sub36 Awards email marketing to over 11,000 subscribers
- An opportunity to join the judging panels
- Mentions in regular posts on all of LBV's popular social media platforms
- Inclusion / credit in news releases

## On The Night

- Branding on Twitter Walls at the event
- A full page advert in the awards programme distributed at the event
- Four tickets to the event
- Credit / thank you in MC script during the event

## On The Night

- Logo on each page of the Lancashire Business View awards supplement
- The opportunity to attend a follow-up event for sponsors and winners
- Inclusion / credit in news releases produced in relation to the event



# Award Category Package

£1950 +VAT

## In Advance

- Award category sponsor status on all event marketing materials
- Logo / credit on all Sub36 Awards adverts in Lancashire Business View
- Logo / credit on event microsite with link to home page
- Logo / credit on all Sub36 Awards e-mail marketing mail shots to the Lancashire Business View subscriber database
- An opportunity to join the judging panels for the awards competition
- Mentions in regular posts on all of LBV's popular social media platforms
- Inclusion / credit in news releases produced in relation to the event

## On The Night

- Sponsorship of an award on the evening and the opportunity to present this award
- A branded page in the awards programme distributed at the event plus half page advert
- Logo credit and branding on awards presentation materials on AV screens at the event
- Four tickets to the event
- Credit / thank you in MC script on the evening at the event

## After The Event

- Logo on each page of the Lancashire Business View awards supplement
- The opportunity to attend a follow-up event for sponsors and winners
- Inclusion / credit in news releases produced in relation to the event





## The Categories



**Apprentice Award**

**Creative Award**

**Customer Champion Award**

**Employee of the Year Award**

**Entrepreneur of the Year Award**

**Innovator Award**

**Leader Award**

**New Business Award**

**Young Lancastrian of the Year Award**

**Young Professional Award**

**Enter Now**  
[sub36.co.uk](http://sub36.co.uk)

For more information on Sub36 2019 please contact Stephen Bolton.

**01254 297871    [stephen@lancashirebusinessview.co.uk](mailto:stephen@lancashirebusinessview.co.uk)**

[sub36.co.uk](http://sub36.co.uk)    [@LBVSub36](https://twitter.com/LBVSub36)    [#Sub36](https://hashtage.com/#Sub36)