West Midlands Community Sports Awards
Partnership Opportunities

2016

West Midlands Community Sports Awards
CELEBRATING GRASSROOTS SPORT

[Image of award ceremony and logos]
The West Midlands Community Sports Awards

An inspirational Awards Ceremony recognising and celebrating sporting achievements across the region

Organised by the 6 County Sports Partnerships in West Midlands - Sport Birmingham, Sport Across Staffordshire & Stoke on Trent (SASSOT), Herefordshire & Worcestershire, Coventry, Solihull & Warwickshire Sport, Black Country BeActive Partnership and Energize Shropshire, Telford & Wrekin nominate the very best newcomer’s, coaches, community clubs and projects at this high profile, star studded event.

This celebration of local community sport recognises the quality and importance of grassroots sport across the region highlighting the commitment of local people and their inspirational journeys.

**BBC Midlands Today** will be broadcasting live on night linking into the BBC Midlands Today News and showing highlight’s the following day. There will also be extensive coverage across the **BBC West Midlands Radio** network, regional newspapers and social media.
Audience Profile

Our audience includes sports development professionals and local leaders in sport, health & education sectors, community and voluntary organisations. There will also be influencers in sport across the six County Sports Partnerships, National Governing Bodies and of course our nominees in the following award categories:

**Unsung Hero** – led and coordinated by BBC West Midlands  
**Newcomer of the Year** – supported by BBC Local Radio  
**Community Club of the Year**  
**Community Coach of the Year**  
**Community Project of the Year**

For partners who may be interested in having their own specific category to suit their business, we can create an additional award to suit your needs. For example, in 2014 we created an “inspirational student of the year” award for our Title Sponsor AOC – Association of Colleges
## Wider Reach & Coverage

<table>
<thead>
<tr>
<th>Channel</th>
<th>Details</th>
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| **BBC Midlands Today News**     | Average audience 1 million viewers  
Coverage in breakfast, lunch and evening bulletins featuring the 5 Unsung Hero finalists in the 5 consecutive days in the run-up to the Awards Evening  
Live BBC broadcasts on the Awards Evening at 6.30pm & 10.30pm |
| **BBC Midlands Today Facebook** | Regular posts reaching 75,000+ with accreditations to sponsors                                                                       |
| **BBC Midlands Today Twitter**  | Regular tweets reaching 109,300 followers                                                                                           |
| **BBC Local Radio**             | Regular pre-event promotional activity across the BBC Midlands Radio network                                                        |
| **Newspapers**                  | Media releases across the 6 county areas with credits to the Principle Sponsor in a wide range of printed publications including:     |
|                                 | Combined circulation figures: 1.4+ million across the West Midlands Region                                                            |
| **County Sport Partnerships Facebook** | Event Publicity and promotional activity reaching 1,529 followers                                                                       |
| **County Sport Partnerships Twitter** | Event Publicity and promotional activity reaching 11,124 followers                                                                       |
Changing lives within local communities

Aligning with our values and supporting the West Midlands Community Sports Awards is the perfect way to stand out as a business in the region, committed to encouraging a healthy lifestyle and increasing local levels of participation in sport.

Partnering with us will help us highlight and continue to “change lives within local communities” by “getting communities more active, more often”

There are numerous benefits to this association including:

- Increasing your brands exposure to a regional audience
- Reinforce your local presence and profile linking in with community sport and physical activity
- Attract and retain a happy, healthy workforce and be an “Employer of Choice”
- Enable the use of sport to fulfil your company’s CSR objectives
- Differentiate your business from your competitor
- Develop and enhance relationships with customers, suppliers and networks
- Meet with senior dignitaries and sporting celebrities and boost your profile
- Improve customer retention
Sponsorship Opportunities

There are two different packages available - both flexible to meet your business objectives and open to creative adaptations

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<th>Principle Partner</th>
<th>£10,000</th>
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<td></td>
<td>• Naming rights in all materials and references to the Awards digitally and in print via a sustained media campaign</td>
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<td>• Press launch – partner mentions in all media coverage</td>
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<td>• Company name and logo used throughout the marketing campaign an on event materials</td>
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<td>• Opportunity to play a Corporate Video at the Awards and speak to the audience</td>
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<td>• Prominent Lectern and branded media backdrop</td>
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<td>• Principle Partner reference throughout the evening by presenters, i.e. “The X Company West Midlands Community Sports Awards” or “The West Midlands Community Sports Awards Brought to you by X”</td>
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<td>• Live visual twitter feed on large screens throughout the evening</td>
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<td>• Complimentary tables &amp; tickets for the Awards Dinner – employee or client engagement</td>
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<td>• Opportunity for product sampling and goodie bags/items on the tables</td>
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<td>• Advertising on venue foyer TV screens</td>
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<td>• Prominent space for marketing display in Awards reception</td>
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<td>• Full page advert in the event programme and welcome from Principle Partner</td>
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<td>• Credit and link to your website from the West Midlands Sports Awards 2016 website</td>
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<td>• Photo opportunities with keynote speaker, winners and sports celebrities</td>
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|                   | • Introductions to the six county sports partnerships with flexible opportunities to work in a coordinated way to suit your business.
Supporter Package

An introduction to the Awards evening - meeting key influencers in Sport

Supporting Partner (Limited to 3)

- Space for company display stand and banners in drinks reception
- Sampling & Merchandising Opportunities
- Half page Programme Advert
- Advertising on Foyer TV screens
- Credit and link to your website from the West Midlands Sports Awards 2016 website
- Live visual twitter feed on large screens throughout the evening
- Photo opportunities with keynote speaker and nominees

from £1,500
Comments from the 2014 Awards:

“A fantastic event and really pleased we could be part of it! Thank you for making it possible.”

“I just wanted to say a really big congratulations to you all for delivering the best sports awards I’ve ever been to”

“The atmosphere, staging, hosting, video clips and presentations this year were brilliant. And of course Nick and Mary’s compering added massively to the event. The success of the event certainly justifies our sponsorship and we’ll be looking to capitalise on this over the coming months.”

“It was a great night for community sport, and I was delighted for the BBC to be so closely attached to the spirit and inspiration that was so evident in the room”

“It was a fantastic honour for me to be involved with such a special night, it was so nice to see and hear of so many people giving to sport and also getting the recognition they deserve.”
Join us in celebrating the best in the Midlands

Sponsoring the West Midlands Community Sports Awards is the perfect opportunity to associate your business with organisations that are at the forefront of driving forward sport & physical activity in the West Midlands – helping to keep your communities more active!

For more information or to discuss a more tailored approach, please contact:

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