



2017 GREATER MANCHESTER SKILLS FOR BUSINESS AWARDS SPONSORSHIP PACKAGES

THE 2017 GREATER MANCHESTER SKILLS FOR BUSINESS AWARDS

Following three successful years the decision has been taken to refresh the format, content and timing of the Skills for Business awards to reflect better the involvement of employers and business in general and to raise the level and quality of experience for nominees, sponsors, attendees and others associated with what will be the primary skills awards delivered in Greater Manchester in 2017.

Held once again at the Point the event will be a real celebration of skills for business in Greater Manchester but bigger and better than ever before. The evening will have two key components a three course sit down dinner and the awards themselves.

There will be support along the way, including music, drinks reception (sponsored) and a top class host. The evening will be designed so that it moves at pace but in a way that winners are properly acknowledged and so that it delivers a memorable experience that is truly celebratory.

The GM Chamber events team are well placed to deliver this type of event following the approach taken to update and refresh the Chamber's Annual Dinner in 2016 including the addition of an after show DJ set by Craig Charles.

Greater Manchester Chamber is the largest in the UK with over 4800 members. The marketing team works across all channels and over the last few years has seen rapid growth with its social media channels with over 30,000 followers across Twitter, LinkedIn, Instagram and Facebook. With a Klout score of 66, the Chamber sees its social media, marketing and communication channels as being integral to supporting businesses and organisations who partner with us.

Through our various Sponsorship Packs, you will have access to our numerous channels to help promote your business and raise your profile.

OUR OUTREACH - A quick snapshot

SOCIAL MEDIA: We connect with a large percentage of our audience through our social media channels.

30,000+
FOLLOWERS IN TOTAL

21,000+ TWITTER FOLLOWERS

9,500+ LINKEDIN FOLLOWERS

1,000+ FACEBOOK FOLLOWERS

1,000+ INSTAGRAM FOLLOWERS

Last year's dinner was trending nationally on Twitter.

66
KLOUT SCORE OF 66

THE BRIEF E-NEWSLETTER



The Brief is one of a suite of e-newsletters that forms part of the Chamber's regular communication channels. The twice-weekly e-newsletter goes out to more than 9,600 recipients every Wednesday and Friday - with over 72,000 monthly emails

72,000+
MONTHLY EMAILS

9,600+
DISTRIBUTION LIST, PER EMAIL

OUR MEMBERSHIP BASE

We have a membership base of over 4800 member businesses who regularly engage with us across our channels.

GMCC members make up over a third of Manchester's workforce - with over 330,000 employees across our membership base

GMCC Website * Nov 2016

Monthly Site Sessions - Approx 17,500
Monthly Page Views - Approx 46,000
Average Number of Users - Over 10,200



SKILLS FOR BUSINESS AWARDS SPONSORSHIP PACKAGES

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THE AWARDS

There will be 14 categories for awards recognising the role of business across all sizes and sectors and across Greater Manchester and rewarding those that go the extra mile in skilling up and training their current employees as well as developing their workforce of the future. Schools, colleges and training providers will also be recognised for their crucial role in helping business as well as individual awards for stand out apprentices and business owners, basically anyone that has done something extraordinary or different in the world of skills for business.

The categories are as follows:

1. Micro Business award
2. Small Business award
3. Medium Business award
4. Large Business award
5. Best Investor in Skills award (the best of the best from the above categories)
6. Business Education Partnership award
7. Provider of the year
8. Intermediate Apprentice
9. Advanced Apprentice
10. Higher & Degree Level Apprentice
11. Entrepreneur Award
12. Learning & Skills Champion
13. Outstanding Innovation - driving productivity through skills investment
14. Outstanding Practice - supporting individuals to secure and sustain employment.



SPONSORSHIP & PARTNER PACKAGES:

There are a number of opportunities available to sponsor key elements of the awards from the main Headline Partner package to individual awards categories.

In addition to the above the ever popular Twitter wall and photo booth will make a re-appearance - both great ways to get your brand noticed!

All packages offer not just a valuable opportunity on the night itself but are designed to maximise your brand exposure and profile before and after the event too.

All of the packages can be incorporated and upgraded with the full range of other GM Chamber events throughout 2017. This will help you to fully utilise the Chamber's spread and depth of exposure in the local business community and beyond to maximise your exposure and profile as well as get maximum return on your investment.

Individual packages can be tailored to fit your needs so if there is something more individual that you would like to create please let us know.



THE HEADLINE PARTNER PACKAGE:

Packages to include:

- Full placement of logo on all digital, printed and other material associated with the awards - including publicity material on the evening itself.
- Naming rights and presentation of 2 of the awards.
- Display stand at the event
- 5 minute speaking slot at the awards ceremony
- 2 minute DVD to be played at regular intervals during the event
- Table of 10 at the awards ceremony
- Table of 10 at the GM Chamber Annual Dinner
- Pre and post awards coverage and publicity
- 2 months of banner advertising in the GM Chamber Brief (sent out to over 9500 contacts twice weekly)
- 2 months of banner advertising in the GMLPN Newsletter
- Invitation to present at GMLPN awards launch event - early 2017
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) -10 contacts per month for 6 months.
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to exclusive headline sponsors dinner late 2017/early 2018
- Invitation to sponsors reception event early 2018

This package is valued at £12,500 + VAT - 1 only

Headline Sponsorship Confirmed for 2017: Pearson



THE EVENT SPONSOR PACKAGE:

Packages to include:

- Full placement of logo on all digital, printed and other material associated with the awards - including publicity material on the evening itself.
- Naming rights and presentation of 1 of the awards.
- Table of 10 at the awards ceremony
- Table of 10 at the GM Chamber Annual Dinner
- Pre and post awards coverage and publicity
- 2 months of banner advertising in the GM Chamber Brief (sent out to over 9500 contacts twice weekly)
- 2 months of banner advertising in the GMLPN Newsletter
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) - 6 months 10 contacts per month
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

The above package is available for £7500 +VAT



EVENING RECEPTION SPONSOR PACKAGE:

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- 2 minute DVD to be played at regular intervals during the drinks reception
- Display stand at the event
- 5 places at the awards ceremony
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) – 2 months - 10 contacts per month
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

TWITTER WALL SPONSOR PACKAGE:

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- Permanent display of logo on Twitter Wall
- Display stand at the event
- 5 places at the awards ceremony
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) – 2 months 10 contacts per month
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

PHOTO BOOTH SPONSOR PACKAGE:

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- Permanent display of logo on Photo Booth imagery and photographs
- Display stand at the event
- 5 places at the awards ceremony
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) – 2 months 10 contacts per month
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

These packages are available for £3000 +VAT



AWARD CATEGORY SPONSORSHIP PACKAGE:

Each award sponsors package will consist of the following:

- Full placement of logo on all digital, printed and other material associated with the awards - including publicity material on the evening itself.
- Naming rights and presentation of 1 of the awards.
- 10 places at the awards ceremony
- Pre- event coverage and publicity including an article on the reason for sponsoring an award
- Post event follow up and publicity with the award winner
- 2 weeks of banner advertising in the GM Chamber Brief (sent out to over 9500 contacts twice weekly)
- Full social media engagement through GMChamber social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016)
- The opportunity to present the award and have photos taken for publicity purposes.
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Sponsors reception event to be held post event in December 2017/January 2018.

Publicity will start from sign up by the sponsor and will fit with the overall comms plan and package for the award.

Award sponsorships are available at £3000 + VAT - 11 in total



PUBLICITY AND PROFILE

Starting from its official launch Greater Manchester Skills for Business Awards 2017 will have a full support package in place operating across numerous communication channels – managed by GM Chamber marketing team. This will be designed to adapt to reflect the current focal points around the event. This will also make use of the opportunities arising from the involvement and support of the various sponsors.

It will be important to utilise fully social media, digital communications as well as partner contacts in this to maximise awareness, profile and commercial opportunities for ticket sales, sponsorship as well as encourage entries for the awards themselves.

The publicity and PR will be a crucial element after the event too recognising the winners and preparing the way for the 2018 event.

TIMELINE:

- 18.01.2017 Sponsorship package to be completed for advanced sponsorship opportunities.
- 31.01.2017 Launch at the GMLPN members meeting
- 01.02.2017 Recruiting sponsors
- 17.04.2017 Ticket sales open (Round 1)
- 17.04.2017 Nominations open
- 30.06.2017 Nominations close
- 03.07.2017 Nominations re-open
- 14.07.2017 Nominations close (final)
- 17.07.2017 – 01.09.2017 Judging
- 04.09.2017 Announce shortlists
- 04.09.2017 Ticket sales open (Round 2)
- 30.11.2017 Awards night