



in partnership with
EDGE Creative

Sponsorship Packages

The Venus Awards are a celebration of the contribution made by local businesswomen in the community.

There are numerous organisations in all areas of business that are driven by women who deserve to be recognised for their efforts. Whether a sole trader, a larger company managed by women or promoting a female friendly, flexible and stimulating business environment; Venus Awards celebrates this wealth of local female business acumen and diversity.

Companies wishing to support women in the local community can become involved by choosing from a variety of sponsorship opportunities.



TITLE SPONSOR

The Venus Awards generate a tremendous amount of exposure in the business community and beyond. Association with the Awards as the title sponsor delivers a significant amount of exposure, both regionally and nationally.

General Benefits

Naming Rights; for example, The Lexus Venus Awards Birmingham

- Association with a brand that supports women from within the local business community
- High exposure through involvement with a prestigious event, heavily marketed throughout Birmingham via various media channels
- Numerous radio mentions via our media partners
- Logo will feature prominently alongside the Venus Awards logo:
 - At the top of each page of the Venus Awards' website
 - On all printed material and banners associated with the region's Venus Awards
 - On 10,000 flyers distributed throughout Birmingham businesses
- Banners will be displayed at a minimum of 12 local networking events as well as prominent events in and around the region
- Numerous links to the Sponsor's website throughout the Venus Awards website
- Logo on every page of application forms
- Social media exposure; Twitter/LinkedIn/Facebook/YouTube and numerous Venus Awards Blog posts
- Logo on e-badge distributed to all nominees/semi-finalists/finalists/winners for use on their e-mail/website etc
- Mention and logo in a minimum of 10 press releases during the course of the awards
- Access to the data captured of entrants to all award categories (subject to opt-in)



Launch, Face the Camera & Meet the Press Events

- Banners displayed with opportunity to self-promote at all events
- Invitation to Awards Launch in Jan 2013 and Meet the Press event in May
- Branding and mentions included throughout the Public Vote videos. These generate many thousands of views/votes

Awards Ceremony evening – June 2013

- Table of 10 at the Awards Dinner
- Brand name on each crystal award
- Brand name and logo on all framed finalists certificates for winner and runner up categories
- Invitation to speak at the Awards Ceremony
- Logo included on the front cover and inside pages of the Awards programme
- 100 Word editorial in Awards programme
- Logo at top of Awards Ceremony banners
- Opportunity to add promotional material/products to Venus Awards party bags



CATEGORY SPONSOR

There are numerous categories in the 2013 Venus Awards which will all be sponsored by female friendly businesses, and the winners will be announced at the Awards Ceremony in June 2013. With so many successful women in one place and based on previous successes in 2010, 2011 and 2012 in other regions, it is destined to be one of Birmingham's major business events of the year.

The category sponsor is entitled to naming rights; for example the Lexus Business Woman of the Year. It is the sponsor's role to judge the applicants and subsequently select the eventual winner.

General Benefits

- Association with a brand that supports women from within the local business community
- High exposure through involvement with a prestigious event which is heavily marketed throughout Birmingham via various media channels
- Logo will feature:
 - On the home page of the Venus Awards' website
 - On all printed material and banners associated with the region's Venus Awards
 - On 10,000 flyers distributed throughout Birmingham businesses
- Banners will be displayed at a minimum of 12 local networking events as well as prominent events in and around the region
- Links to the Sponsor's website throughout the Venus Awards website
- Logo on every page of application forms of the Sponsored Category
- Social media exposure; Twitter/LinkedIn/Facebook/YouTube and Blog posts
- Logo on e-badge distributed to all nominees/semi-finalists/finalists/winners for use on their e-mail/website etc
- Mention and logo in a minimum of 10 press releases during the course of the awards
- Access to the data captured of entrants to Sponsored categories (subject to applicant opt-in)



Launch & Meet the Press Event

- Banners displayed at all events
- Invitation to Awards Launch January 2013 and Meet the Press event in May
- Opportunity to self-promote at all events

Awards Ceremony evening – June 2013

- Table of 10 at the Awards Dinner
- Brand name on category Crystal Award
- Brand name on framed finalists certificates
- Invitation to speak at the Awards Ceremony (sponsored category)
- Logo on the inside page of the Awards programme
- 50 Word editorial in Awards programme
- Logo on the Awards Ceremony banners
- Opportunity to add promotional material/products to Awards Ceremony party bags



SPONSORSHIP COMPARISON TABLE

GENERAL	Title	Category
Logo on all pages of website	Near top	
Logo on Category page of website	Near top	✓
Logo on Awards Ceremony page of website	Near top	✓
Logo on 10,000 flyers distributed	Near top	✓
Logo on pop-up banners displayed at minimum 12 events	Near top	✓
Invitations to launch and meet the press event	4	2
Logo on online nomination forms	All	Sponsored Category
Participation by judging the awards		Sponsored Category
Access to applicants data-capture	All	Sponsored Category
Inclusion in press releases	All	✓
Inclusion in social media initiatives with guaranteed tweets etc	800	60
Total number of sponsorships for region	1	15

AWARDS NIGHT

Complimentary Tickets to Awards Ceremony	10	10
Brand Name on Venus Award	All	Category*
Opportunity to speak/present	At start	Category*
Logo on Winners Certificates	All	Category*
Logo in Awards Program	✓	✓
Editorial in program	100 Words	50 Words
Logo on award night banner	TOP	✓
Party bag offer/insert opportunity	✓	✓
Inclusion in press releases	TOP	✓

Venus Women In Business Awards 2013 – Categories

PUBLIC VOTE

Business Mother of the Year Award

Employee of the Year Award

Employer of the Year Award

SPONSOR JUDGED

Small Business of the Year Award

For Businesses with less than £1m turnover.

Business of the Year Award

For Businesses with a turnover of more than £1m.

Business Woman of the Year Award

For a woman who has achieved substantial success whilst running some of the region's most successful and innovative Businesses.

New Business of the Year Award

For Businesses less than 2yrs old.

Green Business of the Year Award

For Businesses with initiatives that consider the environment.





Online Business of the Year Award

For Businesses that conduct 75% of business online.

Home Based Business of the Year Award

Recognising successful home based Businesses within the community.

PA of the Year Award

For an exceptionally supportive and efficient PA.

Inspirational Woman of the Year Award

For contributions and achievements within local businesses or the wider community.

Business Woman of the Future Award

For a young woman in full time education, aged between 15-25, demonstrating exceptional business potential.

Networker of the Year Award

For a dedicated networker that consistently refers useful business contacts within her business community.

Professional Services High Achiever of the Year Award

For a high achiever that has distinguished themselves within the professional services sector. This category is open to individuals working within professional services such as banks, solicitors, law firms, insolvency practices, financial institutions and estate agents.

Proposed Timeline for 2013 Awards – Birmingham

January	Awards Launch & Party – Hotel La Tour
March	Entries Close & Semi-Finalists informed
March	Top 20 event & Finalists informed
April	Public vote for relevant categories & remaining finalists informed
14th June	Awards Ceremony – Holte Suite, Aston Villa F.C.

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