

LINCOLNSHIRE

# SPORT & PHYSICAL ACTIVITY

AWARDS 2021

## Sponsorship Opportunities

In a year that brought us Olympic and Paralympic success, be part of a celebration of Sport and Activity achievements in Lincolnshire.

The Awards showcase, celebrate and recognise the impact physical activity has on people's lives and those who actively contribute to the health and wellbeing of the people of Lincolnshire.



*Brought to you by*

  
**active  
lincolnshire**



## Headline Sponsor- Exclusive Opportunity £2,500 + VAT

Raise the profile of your business as headline sponsor of the 2021 Lincolnshire Sport & Physical Activity Awards. As one of the most respected and high-profile Lincolnshire events, headline sponsorship allows you the opportunity to take centre stage, stand out from the crowd and get your business noticed.

We will tailor a package to suit your requirements, and can include a variety of benefits:

- Prime location inclusion in all event communications, including prominent advertising on ActiveLincolnshire.com for 10 months
- Credited within the Social Media Campaign as headline sponsor
- Invite to comment in selected press releases to local media
- Brand placements throughout the awards evening, including full-page advert in the event programme, prime positioning on the official photo backdrop and opportunity to play a 20-second advert live on awards night, and via the live stream
- Tickets for 6 guests to the awards evening
- Opportunity to display marketing material on the evening
- Presentation of the prestigious Sports Personality of the Year Award, category sponsorship and all associated benefits



## **Award Sponsor - 9 Opportunities** **£950 + VAT**

Align your organisation with the message of success. The Lincolnshire Sport & Physical Activity Awards is the largest celebration of Sport & Physical Activity in the county, and a unique opportunity to promote your brand.

Take to the stage, and show your commitment to the health and wellbeing of the people of Lincolnshire.

The benefits of award sponsorship include:

- Named category sponsor and listing on [ActiveLincolnshire.com](http://ActiveLincolnshire.com) for 10 months
- Credited as category sponsor in Social Media communications
- Listing as category sponsor in all press releases
- Brand placements throughout the awards evening in association with sponsored category, including 1/4 page advert in the event programme, logo placement on official photo backdrop, and further placement on the live stream in association with sponsored category
- Tickets for 6 guests to the awards evening
- Opportunity to display marketing material on the evening
- Presentation on stage of the sponsored award category



## **Sponsors can select from the following Award Categories:**

### **1. Active Community Award**

To recognise the positive impact that has been made by a group of individuals through the provision of, access to or encouragement of sport and physical activity in a Lincolnshire community.

### **2. Contribution to Sport & Physical Activity Award**

Awarded to an individual, group or organisation that has made an outstanding contribution through their commitment to providing sport or physical activity that has benefitted the health and wellbeing of others.

### **3. Volunteer Commitment Award**

Awarded to a volunteer that has regularly given their time and made a significant contribution to a club, association or activity for the benefit of participants.

### **4. Workplace Wellbeing Award**

To recognise a Lincolnshire employer from any sector that has exceeded in supporting the physical wellbeing of their staff through encouraging and facilitating active work environments at home or in the workplace.

### **5. Fundraising Award**

To recognise the commitment of an individual or a group of individuals who have shown commitment to a cause through using sport and physical activity to fundraise and raise awareness.



## Award Categories

### 6. **Active Change Award**

Awarded to an individual who has used sport and physical activity to make a positive change to their life over the past 12 months.

### 7. **Active Club Award**

To recognise a sports or activity club that has excelled in its efforts to actively maintain engagement with their members through the delivery of sessions during the Covid-19 pandemic.

### 8. **Active School Award**

Awarded to a school that has made an outstanding contribution or an innovative approach to the delivery of physical activity, healthy lifestyles and wellbeing across the whole school.

### 9. **Special Sporting Recognition Award**

An award that recognises the outstanding achievements of athletes from Lincolnshire in national and international sporting competitions.

### 10. **Headline Sponsor**

Lincolnshire Sports Personality of the Year

*Join us in celebrating the positive power of sport and activity on the lives of people of Lincolnshire.*





## **Dates for the Diary**

### **Closing date for nominations**

*Tuesday 31 August 2021*

### **Shortlist announced**

*Friday 1 October*

### **Lincolnshire Sports & Physical Activity Awards**

*Thursday 11 November 2021*

*Venue to be confirmed. We are planning for a live event at a venue in Lincolnshire and will also be streaming the event to people watching at home.*

As a sponsor you will have access to the official Lincolnshire Sport & Physical Activity Awards brand to showcase your support for the event across social and digital communications.

To discuss sponsorship opportunities please contact

Emma Rouse

Cockadoodledoo Communications

[emma@cddcommunications.co.uk](mailto:emma@cddcommunications.co.uk)