



NOTTINGHAM  
RESTAURANT  
& BAR AWARDS  
2018/19

**adtrak** TITLE SPONSOR  
web design & marketing

## SPONSORSHIP PACKAGES

We now have just a few award sponsorship opportunities remaining for this coming year. Using the time we have available and the promotional opportunities left open to us, we are delivering smaller, more budget-conscious marketing and PR options for any organisation wishing to take up any of the remaining award categories.

Reduced from the original full, annual sponsorship package of £5K to what you see below, we can offer a maximum return on your investment, in the choice of sponsorship packages best suited for your company. So the choice is yours, would your organisation benefit from a Business to Business or Business to Consumer campaign?

### **Business to Business – Cost £3K (running from 23rd June 2018 – 23rd February 2019)**

## NETWORKING

2 tickets to attend the launch of the Awards at St Mary's Church in the Lace Market on the 6th September 2018 – allowing you to network with regional businesses including co-sponsors and supporters, decision makers from the regional hospitality sector, and the media.

4 tickets to attend the Awards Ceremony at Colwick Hall Hotel on the 31st January 2019 – allowing you to network with regional businesses including co-sponsors and supporters, decision makers from the regional hospitality sector, and the media. You will have the opportunity to mix with whom you wish during the Champagne Reception and throughout the night, and, more importantly, where possible, we can use the opportunity to place individuals, organisations or venue owners on your table in order for you to build relationships.

2 tickets to the post-Awards business networking event which will be held at the Nottinghamshire Restaurant of the Year to celebrate the Awards and allow you to get together with your fellow sponsors and supporters.

We can also discuss with you how you might use the judging process as an opportunity for you to forge or build on business relationships that will benefit your organisation. This would take place during October/November 2018.

## BRANDING

As a category sponsor, your organisation will also be in the Awards evening programme, on the video footage, on the awards tickets and, more importantly, you will present your award to the winning venue.

## **PUBLIC RELATIONS**

Your company details and a link through to your site will be given from the dedicated awards site:  
**[www.nrbawards.co.uk](http://www.nrbawards.co.uk)**

Post launch and Awards press releases will include details of your organisation's involvement. We will also draft (and send, if appropriate) a bespoke press release for distribution to your own, targeted media following the Awards Ceremony.

During voting, editorial and press releases will include details of your organisation's involvement.

We will provide direct marketing access to the venue owners via our monthly e-newsletter, including details of your involvement, your organisation and, when appropriate, services/products that you offer that are relevant to the venues.

## **WORKSHOPS**

The benefit of having Adtrak as our headline sponsor and Eden PR as a category sponsor allows us to offer fellow sponsors free social media and public relations workshops to those who feel their own organisations would benefit from such.

Sponsorship opportunities also exist for organisations who wish to promote themselves to consumers, not necessarily their co-sponsors or the venues. If this is you, you will be interested in what we have to offer, below:

### **Business to Consumer – Cost £2K (running from 23rd June 2018 – 23rd February 2019)**

## **DIGITAL MARKETING**

The dedicated website, [www.nrbawards.co.uk](http://www.nrbawards.co.uk), provides access to all those involved, so we offer a place on the Sponsors Page with a live link to your organisation's own site.

Social Media platforms – we will promote your brand, services, events, campaigns to our audience (current reach and impressions; in excess of 1,000,000 / Fb followers; in excess of 3,200) through our Facebook and twitter accounts throughout the six months sponsorship period.

## **BRANDING**

From the 1st July 2018 we are hosting a My Neighbourhood on-line vote, allowing people to vote for their favourite venues (restaurants, pubs, bars, gastro pubs, cafes, delis, etc.) in that particular area. The voting page will carry a sponsorship banner with a direct click-through to that organisation's own site – this would be yours as part of this package. Your banner, whilst heavily featured for the month long voting period, will remain in place and remain visible throughout the duration of your sponsorship.

The areas we are featuring include;

Area 1 (from 1st July): Beeston, Wollaton, Stapleford, Wollaton, Eastwood (and surrounding areas)  
being sponsored by FHP Living

Area 2 (from 1st Aug): West Bridgford, Ruddington, Keyworth (and surrounding areas)

Area 3 (from 1st Sep): Plumtree, Cotgrave, Langar (and surrounding areas)

Area 4 (from 1st Oct): Radcliffe, Bingham, Bottesford (and surrounding areas)

Area 5 (from 1st Nov): Newark, Southwell, Blidworth (and surrounding areas)

Area 6 (from 1st Dec): Burton Joyce, Epperstone, Caythorpe (and surrounding areas)

Area 7 (from 1st Jan): Mapperley, Sherwood, Hucknall, Arnold (and surrounding areas)

## **PUBLIC RELATIONS/PROFILE RAISING**

Post launch and Awards press releases will include details of your organisation's involvement. During voting, editorial and press releases will include details of your organisation's involvement.

## **NETWORKING**

2 tickets to attend the launch of the Awards at St Mary's Church in the Lace Market on the 6th September 2018 and 2 tickets to attend the Awards Ceremony at Colwick Hall Hotel on the 31st January 2019 – allowing you to network with regional businesses including co-sponsors and supporters, decision makers from the regional hospitality sector, and the media.

2 tickets to the post-Awards business networking event which will be held at the Nottinghamshire Restaurant of the Year to celebrate the Awards and get together with your fellow sponsors and supporters.

## **WORKSHOPS**

The benefit of having Adtrak as our headline sponsor and Eden PR as a category sponsor allows us to offer fellow sponsors free social media and public relations workshops to those who feel their own organisations would benefit from such.

For more information on these packages or to discuss how we can make these sponsorship opportunities work for your organisation, please contact:

**Jocelyn Braithwaite**, Mob. 07973 198 667 or **Kerry Mathie**, Mob. 07973 784 703 or email: [info@nrbawards.co.uk](mailto:info@nrbawards.co.uk)