



# SPONSORSHIP BROCHURE

## 2019 | 2020





## WELCOME FROM REBECCA BROOKS

### CHAIR OF THE SCOTTISH THISTLE AWARDS INDUSTRY PANEL

As chair of the Industry panel I'm delighted to invite you to become a partner of the Scottish Thistle Awards 2019/20.

Our industry is a resilient and capable one, generating over 10 billion annually to the wider Scottish economy. We are an industry which is robust, growing, evolving and sustainable and the Scottish Thistle Awards provides you with the opportunity to engage with our exemplars. From accommodation to events, from food to our national and natural heritage, we celebrate every aspect of high-quality experiences across the visitor economy and we remain the only awards to cover every strand of the Scottish tourism industry.

The 2019/20 awards will be the 27th year the awards continue to be a true mark of excellence. The 2018/19 awards programme achieved approx. 700 entries and over 1,000 nominations and we welcomed around 900 guests to our 3 events. Delivered by VisitScotland, the awards are strongly supported by industry through strategic input from the voluntary industry panel and our distinguished judging panel members who dedicate time, commitment and passion to the organisation and adjudication of these awards.

I hope to welcome you on board in supporting our industry, that makes Scotland one of the most iconic and resonating destinations in the world to visit.

Rebecca Brooks  
Chair, Scottish Thistle Awards Industry Panel  
VisitScotland Board Member

# WHY SPONSOR THE SCOTTISH THISTLE AWARDS?

Now in it's 27th year, the Scottish tourism awards offers an unparalleled opportunity to align your brand with excellence and reach all areas of the Scottish tourism sector.

## WHAT OUR SPONSORS SAY



It is important for us to build awareness of our brand and offering through the tourism sector, which is the reason why we opted to sponsor the Scottish Thistle Awards. They have given us the opportunity to network with many businesses and organisations resulting in many new joint working opportunities.

George McNeil, Managing Director Retail



We have been proud sponsors of the Thistle Awards for the last 2 years and continue to support this great event. We have worked with VisitScotland in supporting and developing the “Best Self Catering Accommodation Experience Award”. We have had great success in supporting this category from brand awareness, winning new clients, supporting existing clients and meeting industry experts. We look forward to continuing to work with VisitScotland and the Thistle Awards in promoting tourism in Scotland.

James Geekie, Corporate Development Manager

## CELEBRATE EXCELLENCE IN TOURISM

54 FINALISTS ACROSS 18 CATEGORIES

### DIRECT ENGAGEMENT

VIA NOMINATIONS AND ENTRIES WITH OVER  
**1,000**  
INDUSTRY COLLEAGUES

SCOTTISH TOURISM EMPLOYS



**217K**  
**PEOPLE**

WHICH EQUATES TO  
9% OF THE  
WORKFORCE

SCOTTISH TOURISM  
INDUSTRY GENERATES

**£10 BILLION**

IN REVENUE ANNUALLY

ANNUAL  
PRESS  
REACH  
OF



**1.44 MILLION**



TARGETED MEDIA  
REACH OF  
**8,500**  
SUBSCRIBERS  
EACH MONTH

**WELCOMED**  
**APPROX.**  
**900**

ATTENDEES ACROSS  
THREE EVENTS 2018/19



# SCOTTISH THISTLE AWARDS PROGRAMME

## REGIONAL FINALS

### WEST

Nov 2019

@ Oran Mor, Glasgow

### CENTRAL, FIFE & TAYSIDE / LOTHIAN & BORDERS

Joint Event, Nov 2019

@ Prestonfield House Hotel, Edinburgh



## NATIONAL FINAL

March 2020

@ Edinburgh International  
Conference Centre



# SUMMARY OF SPONSORSHIP OPPORTUNITIES

Opportunities within this brochure are for the Scottish Thistle Awards National Final and 3 of the Regional Ceremonies. Should you want to support our regional partners for Aberdeen, ACSTA and the Highlands and Islands HITA please contact them directly.



ALL PRICES ARE EXCLUSIVE OF VAT

Description	Value	Details on Page
Headline Sponsor	Price available on request	5
Silver Sponsor	£6,000	5
Award Category Sponsor	£2,100 - £3,200	6
Advertising in Awards Programmes	£500	7

## HEADLINE SPONSOR

Price available on request

This is a unique opportunity to promote your organisation, service or product to an audience of Scotland's tourism industry leaders who are working hard to ensure Scotland is the destination on everyone's agenda.

### OPPORTUNITY INCLUDES:

#### General Marketing

- Exclusive use of the status "Headline Sponsor" of the Scottish Thistle Awards entitling you to have your organisation's name in the award's title e.g. Scottish Thistle Awards in association with your company name
- Use of Scottish Thistle Awards Logo on your approved organisation promotional material and press releases
- Your logo on all marketing, communications and print associated with the event
- Branding on Scottish Thistle Awards website ([www.scottishthistleawards.co.uk](http://www.scottishthistleawards.co.uk))

#### National Final and Regional Award Ceremonies x 2

- Table of ten at all award ceremonies
- Speech opportunities or two minute video at both awards ceremonies
- Full page advert in all award programmes (print) – inside cover
- On Screen branding opportunities
- Thank you from the host(s) on the night
- Opportunity to run your own branded competition at the events





## SILVER THISTLE AWARD SPONSOR

£6,000

Voted for by key industry representatives, the Silver Thistle Award is a lifetime achievement award, celebrating a career of hard work, dedication and innovative leadership which has driven change and development within the Scottish tourism industry. Introduced by Cabinet Secretary at the National Final in previous years, this category is held in high regard by all industry peers.

The Silver Thistle Award usually generates the highest level of press coverage.

### RECENT WINNERS INCLUDE:

- Willie Cameron
- Willie MacLeod
- Freda Newton MBE
- Robin Worsnop
- Peter Lederer CBE
- Sir Ian Grant
- Sir Moir Lockhead OBE

Package includes all benefits outlined within the standard category sponsorship package on page 7.

# AWARD CATEGORY SPONSOR

- Category will incorporate your company name (e.g. Most Hospitable Hotel - your company name)
- Company logo or name included in all collateral associated with your category including trophy, certificate, website, print, marketing/communications, screen content
- 2 tickets to attend each of the Regional Awards and the National Final
- Thank you from the host at regional and national finals
- Representative on stage at awards to help present your category

## 2019/20 CATEGORIES:

### National & Regional

[\(Select here for category descriptors\)](#)

£3,200

- Best Bar/Pub
- Best Cultural Event or Festival
- Best Heritage Tourism Experience
- Best Informal Eating Experience
- Best Outdoor/Adventure Experience
- Best Restaurant Experience
- Best Self-Catering Accommodation Experience
- Best Visitor Attraction
- Innovation in Tourism
- Most Hospitable B&B/Guest House
- Best Hotel Experience
- Tourism and Hospitality Hero
- Working Together for Tourism

### National only

[\(Select here for category descriptors\)](#)

£3,200

- Best Business Event
- Best Sporting Event
- Inclusive Tourism

Whilst these categories do not feature in the regional awards, your company will be included in as a general sponsor to ensure you receive maximum exposure at all events.

### Regional only

[\(Select here for category descriptors\)](#)

£2,100

- Regional Ambassador (age 31+)
- Regional Rising Star (Age 30-)

Please note these categories do not progress to the National Final.





## ADVERTISING IN AWARDS PROGRAMME £500

Limited advertising space is available in the awards programme given to each guests attending our 3 events, reaching approx. 900 tourism professionals. All advertisements will be carried in full colour.

### **NEXT STEPS / CONTACT DETAILS:**

For further details on opportunities available please contact:

**Jenny McMahon**

Senior Event Manager, VisitScotland

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