

# Sponsorship Brochure

2016/2017





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Chair Scottish Thistle Awards Industry Panel
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# Welcome from Rebecca Brooks, Chair Scottish Thistle Awards Industry Panel



As the new Chair of the Scottish Thistle Awards Industry Panel, it is my pleasure to invite you to be part of the 2016/17 'Tourism Oscars', The Scottish Thistle Awards.

The 2015/16 awards were once again a record breaking year with the highest levels of entries received to date with over **1,000 nominations** and around **700 entries** received. Over **1,200 guests** attended the Regional and **450 guests** attended the National Final. This is your opportunity to be part of this incredible celebration of excellence and innovation within the Scottish tourism industry.

The Scottish Thistle Awards are the only National award scheme which recognises all elements of tourism and by taking advantage of the fantastic sponsorship packages you will have the opportunity to position your organisation/brand at the forefront of this diverse community.

The Scottish Thistle Awards are also the grand finale to the Signature Programme, a series of events held during Scottish Tourism Week.

We look forward to working with you to maximise the impact of your message at this unique celebration of excellence and innovation in front of a highly influential audience.

*Rebecca Brooks*



## Why Sponsor the Scottish Thistle Awards?

**Tourism is arguably the most important industry in Scotland, employing circa 211,200 people which equates to 8.5% of the workforce. The industry generates over £11billion revenue annually. Scotland is a well-developed tourism destination with 15.5 million visitors taking overnight trips to Scotland which is a 5% year on year rise.**

### **Industry partnership and celebrating excellence is at the heart of this event**

Our sponsorship packages have been carefully shaped to meet the commercial imperative of our industry partners. We understand your needs and how to meet them whilst adding value to the experience enjoyed by our guests.

### **Meet new contacts and strengthen key relationships**

Maximising networking opportunities for our guests is an important priority. We work hard to provide places for formal and informal networking.

### **The next step**

Supported by a loyal and growing base of sponsorship partners, in recent years there has been very significant interest in many of the sponsorship opportunities. A prompt decision will increase the chances of you securing the package you want and realising the full benefit of your investment – including your logo on the event website and in advanced marketing.

## **Scottish Thistle Awards Key Dates**

**All sponsorship opportunities within this brochure relate to two Scottish Thistle Awards Regional Ceremonies and the National Final.**

The Highlands & Islands Tourism Awards and Aberdeen City & Shire Tourism Awards hold their own awards ceremonies, the winners of which then compete in the National Final with the winners from the 3 other regions of the Scottish Thistle Awards. Please note these are not available for sponsorship via Scottish Thistle Awards.

Event	Date	Venue
Central, Fife & Tayside / Lothian & Borders (Joint Awards)	10th November 2016	Prestonfield Hotel, Edinburgh
West	24th November 2016	Grand Central Hotel, Glasgow
National Final	16th March 2017	EICC, Edinburgh



## Summary of Sponsorship Opportunities

### (all prices are exclusive of VAT)

All sponsorship opportunities within this brochure relate to the Scottish Thistle Awards Regional Ceremonies for Central South East and Fife & Tayside, Central South West and the National Final.

Description	Value	Details on Page
Headline Sponsor	£10,000	5
Silver Sponsor	£6,000	5
Award Category Sponsor	£3,000	6
Advertising in Regional Finals Programme	From £300	6
Advertising in National Final Programme	From £500	7
Advertising on the Thistle Awards Website	£500	7



### Headline Sponsor

(Limited to 1)

**£10,000**

You will become the official Headline Sponsor of Scottish Thistle Awards 2016/17. 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 VisitScotland
- Use of Scottish Thistle Awards Logo on your approved organisation promotional material and press releases
- Your logo on all marketing, communications and print
- Branding on Scottish Thistle Awards website ([www.scottishthistleawards.co.uk](http://www.scottishthistleawards.co.uk))

##### Regional Award Ceremonies x 2

*Central, Fife & Tayside / Lothian & Borders Awards: 10th November 2016*

*West Awards: 24 November 2016*

- Table of ten at both awards ceremonies
- Speech opportunity or 2 minute video at both awards ceremonies
- On screen branding opportunities
- Thank you from host
- Full page advert in both Regional Final Award ceremony programmes (print) – inside cover

##### National Final – 16th March 2017

- Table of ten at National Final
- Thank you from host
- Speech opportunity or 2 minute video at awards ceremony
- On screen branding opportunities
- Full page advert in National Final Award ceremony programme (print) – inside cover

### Silver Sponsor

**£6,000**

Sponsorship of the Silver Thistle Award – this is the lifetime achievement award which receives most press coverage. The 2016 winner was Robin Worsnop who joins previous winners including Peter Lederer CBE, James Thomson OBE, Sir Iain D Grant and Sir Moir Lockhead OBE



### Award Category Sponsor

#### Opportunity Includes:

- Category sponsorship for two Regional Finals and the National Finals
- Category will incorporate your name (for example: VisitScotland – Most Hospitable Hotel Award)
- Your logo or company name will be:
  - on your category trophy and included in certificate for both the Regional and National Finals
  - displayed beside your chosen category in all correspondence and print
  - carried on the Scottish Thistle Awards website on the sponsors' page with a website link to your website
- Your support will be acknowledged by the presenter at both of the Regional Awards and the National Final
- 2 complimentary tickets to both Regional Awards ceremonies and the National Final
- Opportunity for a representative from your organisation to be on stage with the presenter to give award at both Regional Awards and National Final

**£3,000**

#### Categories:

Best Accommodation Provider  
Most Hospitable B&B/Guest House  
Most Hospitable Hotel  
Best Informal Eating Experience  
Best Restaurant Experience  
Friendliest Pub/Bar  
Best Cultural Event or Festival

Best Sporting Event  
Best Outdoor/Adventure Experience  
Best Visitor Attraction  
Tourism & Hospitality Hero  
Innovation in Tourism  
Working Together for Tourism

### Ambassadorial Categories

- Regional Rising Star (aged 30 and under)
- Regional Ambassador

**£2,000**

**\*The Regional Ambassador categories are regional only and do not progress to the national final**

### Advertising in Regional Awards Programme

**from £300**

Limited advertising space is available in the Awards Programme which each guest will receive at both Regional Awards ceremonies. All advertisements will be carried in full colour. Your company logo and website link will also be carried on the Scottish Thistle Awards website on the sponsors' page.

#### Pricing:

- Full Page Inside position (location TBC): £300.
- Outside Back or Inside Front Cover: Reserved for Headline sponsor\* or £500 if not required by Headline sponsors

### Advertising in National Final Programme

**from £500**

Limited advertising space will be available in the Awards Programme which each guest will receive at the awards ceremony dinner. All advertisements will be carried in full colour. Your company logo and website link will also be carried on the Scottish Thistle Awards website on the sponsors' page.

#### Pricing:

- Full Page Inside position (location TBC): £500.
- Outside Back and Inside Front Cover: Reserved for Headline sponsor\* or £1,000 if not required by Headline sponsors

### Advertising on the Thistle Awards Website

**£500**

Limited advertising space will be available on the Scottish Thistles Awards website homepage. Your company logo and website link will also be carried on the sponsors' page.



## Next Steps / Contact Details

### Next Steps/Contact Details

This is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor will provide you with exceptional rewards. For further details on the opportunities available please contact:

Jenny McMahon – 0131 472 2125  
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