



# **BESA NORTH WEST TRAINING AWARDS SPONSORSHIP OPPORTUNITIES**





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## **ABOUT THE BESA**

BESA has a proud heritage, having been established in 1904 as the National Association of Master Heating and Domestic Engineers. BESA has been known by several names through the years, most notably as the Heating and Ventilating Contractors' Association (HVCA) for nearly 50 years. We have evolved to reflect the changing needs of our members and the sector and, in 2012, we rebranded to the Building & Engineering Services Association (B&ES) to reflect the growing range of specialisms covered by our members. Now trading as BESA, our name highlights the fact that, first and foremost, we are an association and that our members will always be our primary focus.

BESA's headquarters are in London, but we are active throughout the UK. We have a separate presence in Scotland, Wales and Northern Ireland, as well as eight regional offices across England. This regional presence facilitates member networking and sharing of best practice, business opportunities and advice on local and national developments.

## **THE BESA AWARDS**

BESA Awards recognise apprentices and employers within the building services industry who have had outstanding achievements over the past year. BESA North West Training Awards will take place on Saturday 25<sup>th</sup> February 2017 at the Mercure Manchester Piccadilly Hotel. We would like to invite you to support the awards by purchasing one of the sponsorship opportunities detailed on the following pages.

# BESA NORTH WEST TRAINING AWARDS

## SPONSORSHIP OPPORTUNITIES

### WELCOME RECEPTION SPONSORSHIP - £2,500.00

Exclusive sponsorship of the pre-dinner drinks reception.

- ❖ **Pre-event Communications:** Your company logo will be included on all pre-event communications and linked to your company website.
- ❖ **BESA Website:** Your company logo and details will be included on the dedicated sponsor page of the BESA website. The logo will be linked to your company website.
- ❖ **Awards Dinner Programme:** Your company logo, details and ½ page advert will be included in the Awards Dinner Programme.
- ❖ **Recognition:** Table tent cards featuring your logo and endorsement, as the Welcome Reception Sponsor, will be scattered throughout the reception space. In addition, two banner stands (provided by the sponsor) can be displayed within the reception space.
- ❖ **Branded Drink Coasters:** Your full colour logo will feature on all drink coasters scattered throughout the reception space.
- ❖ **Guest Bag Promotional Gift (optional):** You would need to provide 250 promotional gifts, subject to approval by BESA. All items would need to be delivered to the Mercure Manchester Piccadilly Hotel on Thursday 23<sup>rd</sup> February 2017 at the expense of the sponsor.

**\*One sponsorship opportunity available\***

### AWARDS DINNER SPONSORSHIP - £3,500.00

Sponsorship of the International Suite which hosts the Awards Dinner.

- ❖ **Pre-event Communications:** Your company logo will be included on all pre-event communications and linked to your company website.
- ❖ **BESA Website:** Your company logo and details will be included on the dedicated sponsor page of the BESA website. The logo will be linked to your company website.
- ❖ **Awards Dinner Programme:** Your company logo, details and ½ page advert will be included in the Awards Dinner Programme.
- ❖ **Recognition:** Your logo will feature on the main screen and lectern throughout the Awards Dinner. You will also be recognised during the Welcome Speech.
- ❖ **Gobos:** Your logo will be projected onto the walls of the International Suite in the form of two moving coloured gobos.
- ❖ **Guest Bag Promotional Gift (optional):** You would need to provide 250 promotional gifts, subject to approval by BESA. All items would need to be delivered to the Mercure Manchester Piccadilly Hotel on Thursday 23<sup>rd</sup> February 2017 at the expense of the sponsor.

**\*One sponsorship opportunity available\***

# BESA NORTH WEST TRAINING AWARDS SPONSORSHIP OPPORTUNITIES

## AWARD CATEGORY SPONSORSHIP - £1,500.00

Exclusive ownership of an individual award category. Your company name will be included in the title of the award e.g. 'BESA' Apprentice of the Year Award.

- ❖ **Pre-event Communications:** Your company logo will be included on all pre-event communications and linked to your company website.
- ❖ **BESA Website:** Your company logo and details will be included on the dedicated sponsor page of the BESA website. The logo will be linked to your company website.
- ❖ **Awards Dinner Programme:** Your company logo and details will be included in the Awards Dinner Programme.
- ❖ **Recognition:** Your company logo will feature on the main screen during the presentation of your award.
- ❖ **Trophy:** The title of the award, including your company name, will be engraved onto the trophy.
- ❖ **Guest Bag Promotional Gift (optional):** You would need to provide 250 promotional gifts, subject to approval by BESA. All items would need to be delivered to the Mercure Manchester Piccadilly Hotel on Thursday 23<sup>rd</sup> February 2017 at the expense of the sponsor.

## Ten Available Award Categories:

- ❖ ~~Heating & Ventilation Apprentice of the Year~~ **SOLD**
- ❖ Service & Maintenance Engineer Apprentice of the Year
- ❖ Refrigeration and Air Conditioning Apprentice of the Year
- ❖ Level 4 or above Trainee or New Starter of the Year
- ❖ Electrical Apprentice of the Year
- ❖ Employer Training Initiative of the Year
- ❖ Employer Recruitment Initiative of the Year
- ❖ Employer Engagement with Training Development of the Year
- ❖ Staff Driven Improvement Initiative of the Year
- ❖ North West Region Members Award

**\*Award categories will be allocated on a first-come, first-served basis\***

# BESA NORTH WEST TRAINING AWARDS SPONSORSHIP OPPORTUNITIES

## MENU SPONSORSHIP - £750.00

Exclusively sponsor the Awards Dinner menu.

- ❖ **Pre-event Communications:** Your company logo will be included on all pre-event communications and linked to your company website.
- ❖ **BESA Website:** Your company logo and details will be included on the dedicated sponsor page of the BESA website. The logo will be linked to your company website.
- ❖ **Awards Dinner Programme:** Your company details will be included in the Awards Dinner Programme.
- ❖ **Menus:** Your full colour logo and endorsement as the menu sponsor will feature on all dinner menus set on each table.

**\*One sponsorship opportunity available\***

## TABLE CENTREPIECE SPONSORSHIP - £500.00

Exclusively sponsor the table centrepieces for the Awards Dinner.

- ❖ **Awards Dinner Programme:** Your company details will be included in the Awards Dinner Programme.
- ❖ **Table Centrepieces:** Your full colour logo and endorsement as the table centrepiece sponsor will feature on a message card on each table.

**\*One sponsorship opportunity available\***

## TABLE FAVOUR SPONSORSHIP - £300.00

Exclusively sponsor the table favours placed at each table setting.

- ❖ **Awards Dinner Programme:** Your company details will be included in the Awards Dinner Programme.
- ❖ **Table Favours:** 250 promotional items must be provided at the expense of the sponsor, subject to approval by BESA.
- ❖ **Delivery:** All items must be delivered to the Mercure Manchester Piccadilly Hotel on Thursday 23<sup>rd</sup> February 2017 at the expense of the sponsor.

**\*One sponsorship opportunity available\***

## ENTERTAINMENT SPONSORSHIP - £300.00

Exclusively sponsor the entertainment during the Award Dinner.

- ❖ **Awards Dinner Programme:** Your company details will be included in the Awards Dinner Programme.
- ❖ **Recognition:** Your logo will feature on the main screen for the duration of the entertainment acts.

**\*One sponsorship opportunity available\***

# BESA NORTH WEST TRAINING AWARDS SPONSORSHIP OPPORTUNITIES

## GUEST GIFT BAG SPONSORSHIP - £1,500.00

Exclusively sponsor the gift bags presented to each guest.

- ❖ **Awards Dinner Programme:** Your company details will be included in the Awards Dinner Programme.
- ❖ **Gift Bags:** Your full colour logo will be displayed on one side of the delegate gift bags. 250 goodie bags will be provided by BESA.
- ❖ **Guest Bag Promotional Gift (optional):** You would need to provide 250 promotional gifts, subject to approval by BESA. All items would need to be delivered to the Mercure Manchester Piccadilly Hotel on Thursday 23<sup>rd</sup> February 2017 at the expense of the sponsor.

**\*One sponsorship opportunity available\***

## AWARD PROGRAMME ADVERT - £250.00

Provide a half page advert for the Award Dinner Programme. The programme will be displayed on each table.

**\*Unlimited sponsorship opportunities available\***

## GIFT BAG: PROMOTIONAL ITEMS- £200.00

Insert a promotional item into the guest gift bags.

- ❖ **Gift Bag Promotional Item:** 250 promotional items must be provided at the expense of the sponsor, subject to approval by BESA.
- ❖ **Delivery:** All items must be delivered to the Mercure Manchester Piccadilly on Thursday 23<sup>rd</sup> February 2017 at the expense of the sponsor.

**\*Unlimited sponsorship opportunities available\***

# BESA NORTH WEST TRAINING AWARDS APPLICATION FORM

To confirm a sponsorship opportunity, please complete the form below and return to [sophie.morris@worldspan.co.uk](mailto:sophie.morris@worldspan.co.uk).

## CONTACT DETAILS

NAME: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

INVOICE ADDRESS: \_\_\_\_\_

VAT REGISTRATION NUMBER: \_\_\_\_\_  
(IF APPLICABLE)

PO NUMBER: \_\_\_\_\_  
(IF APPLICABLE)

## SPONSORSHIP OPPORTUNITY

WELCOME RECEPTION  AWARDS DINNER

MENU  TABLE CENTREPIECE

TABLE FAVOURS  ENTERTAINMENT

GIFT BAG  GIFT BAG PROMOTIONAL ITEM

AWARD PROGRAMME ADVERT

AWARD CATEGORY

PREFERRED CATEGORY \_\_\_\_\_  
\_\_\_\_\_