4TH ANNUAL PETERBOROUGH

WWW THESMALLBUSINESSCO CO UK

# THEPETERBOROUGH CONTROLL BUSINESS AWARDS.

2020 SPONSORSHIP INFORMATION

REWARD - INSPIRE - SUCCEED





# ABOUT The PSBA

contact@thesmallbusinessawards.co.uk contact@thesmallbusinessco.co.uk www.thesmallbusinessawards.co.uk www.thesmallbusinessco.co.uk

The Peterborough Small Business Awards were founded in 2016 by small business owner Laura Steele. Feeling frustrated trying to find real place for small business owners to get support, rewarded and united within the city, she developed and brought to life the vision that is today the hugely successful Peterborough Small Business Awards, without doubt the biggest awards programme in the city. Creating a huge buzz year on year with over 700 small local businesses entering to win. The PSBA has now gone on to provide a hub for small businesses with their newly launched networking events, seminars and online community.



330 ATTENDEES AT OUR 2019 AWARDS FINAL



**6600 LIKES** 



**92,000 ENGAGEMENTS IN 2019** 

# PROUD TO BE ACTIVELY SUPPORTING SMALL BUSINESS WITHIN PETERBOROUGH SINCE 2016



# THE BIGGEST AWARDS PROGRAMME IN THE CITY IS READY FOR 2020. TAKING PLACE ON THE 10TH OF OCTOBER ONCE AGAIN AT THE HOLIDAY INN WEST. PETERBOROUGH.

### HOW CAN YOU BECOME INVOLVED?

### Sponsor an award and:

Align your organisation with an event that is successful, creative, dynamic, well established and greatly respected. Gain valuable exposure from the widespread publicity that these awards receive. Be seen to be supporting the best in the City, demonstrate your commitment to the City and benefit from huge networking and business opportunities.

As a sponsor you will have seating in a premium position on the night. Your branding will be all over the awards room and marketing collateral. The publicity you get from sponsoring is year round as your logo and branding appear on all the communications that are created pre and post event and online, so you are constantly in people's minds.

### Why we are a great choice:

All of the small business team have run and managed businesses so understand how important it is to get real value from every penny spent on marketing and advertising, thats why we have a personable approach to sponsorship. Although we have fixed packages, if you would like to discus a tailored package to suit your business then please do let us know, we are happy to arrange a meeting.

We invest time, effort and money into marketing to ensure we remain the biggest and buzziest awards event in the city.



ng events and seminars where all sponsors exposure for an entire year.

# **AWARDS CATEGORIES 2020**

### THE PETERBOROUGH SERVICE SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS THAT PROVIDES A SERVICE FOR OTHER BUSINESSES OR FOR CONSUMERS, ACROSS ANY SECTOR.

### THE PETERBOROUGH RETAIL SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS THAT SELLS GOODS EITHER ONLINE, IN PERSON OR TO OTHER BUSINESSES.

### THE PETERBOROUGH NEW SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS THAT HAS BEEN TRADING LESS THAN 18 MONTHS ACROSS ANY SECTOR.

### THE PETERBOROUGH HAIRDRESSING SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS PROVIDING HAIRDRESSING OR BARBERING SERVICES.

### THE PETERBOROUGH BEAUTY SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS PROVIDING BEAUTY SERVICES.

### THE PETERBOROUGH PUB & RESTAURANT SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS PROVIDING A PHYSICAL PLACE WHERE FOOD IS SERVED TO THE PUBLIC.

### THE PETERBOROUGH TRADE SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS PROVIDING PLUMBING, BUILDING, ELECTRICAL AND ANY OTHER TRADE SERVICES.

### THE PETERBOROUGH CREATIVE SMALL BUSINESS OF THE YEAR

A SMALL BUSINESS PROVIDING ANY RANGE OF CREATIVE SERVICES FROM ARTS TO GRAPHIC DESIGN.

### THE PETERBOROUGH NETWORK MARKETER OF THE YEAR

A NETWORK MARKETING BUSINESS ALSO KNOWN AS A MLM BUSINESS.





### THE PETERBOROUGH INSPIRATIONAL LEADER OF THE YEAR

A LEADER OF A BUSINESS, GROUP, CLUB OR ORGANISATION WHO HAS SHOWED INSPIRATIONAL QUALITIES.

### THE PETERBOROUGH SMALL BUSINESS EMPLOYEE OF THE YEAR

AN EMPLOYEE OF A SMALL BUSINESS ACROSS ANY SECTOR.

### THE PETERBOROUGH SMALL BUSINESSWOMAN OF THE YEAR

A WOMAN WHO OWNS A SMALL BUSINESS.

### THE PETERBOROUGH SMALL BUSINESSMAN OF THE YEAR

A MAN WHO OWNS A SMALL BUSINESS.

THE PETERBOROUGH SMALL BUSINESS OF THE YEAR (OVERALL HIGHEST SCORING BUSINESS)

## **JUDGING PROCESS**

25% PUBLIC VOTE (VOTED VIA THE WEBSITE AND SOCIAL MEDIA)

75% JUDGING DAY ATTENDED BY FINALISTS - INTERVIEWED BY A JUDGING PANEL ABOUT THEIR BUSINESS.

WE ENSURE THAT THIS AWARDS PROGRAMME IS JUDGED FAIRLY AND THAT THE WINNER TRULY IS A WORTHY

OF BEING A PSBA WINNER.

WE ARE CONSTANTLY LOOKING FOR NEW JUDGES EACH YEAR TO SIT ON OUR JUDGING PANEL, SO PLEASE DO LET US KNOW IF YOU ARE INTERESTED IN BEING CONSIDERED ALONG WITH THE CATEGORY YOU WOULD LIKE TO JUDGE.





### HEADLINE SPONSOR £2250

GOLD SPONSOR (AWARDS SPONSORSHIP) £995 SILVER SPONSOR £350 BRONZE SPONSOR (ADVERTISING PACK) £200

10 MINUTE TALK/PRESENTATION SLOT	INCLUDED			
MAIN SPONSOR ON MEDIA BOARD/SCREENS/SOCIAL MEDIA	INCLUDED			
LOGO ON EVERY AWARD	INCLUDED			
TABLE OF 12 AT AWARDS FINAL (RRP £1025)	INCLUDED			
FEATURED ON BLOGS, NEWSLETTERS, WEBSITE, SOCIAL MEDIA AS A SPONSOR.	INCLUDED	INCLUDED	INCLUDED	INCLUDED
FULL PAGE IN PROGRAMME (A5) (RRP £100)	INCLUDED	INCLUDED	INCLUDED	½ PAGE ADVERT (RRP £50)
2 TICKETS TO AWARDS FINAL (RRP £180)		INCLUDED	INCLUDED	
ABILITY TO PRESENT AN AWARD, LOGO TO BE INCLUDED ON AWARD.	INCLUDED	INCLUDED		
LOGO INCLUDED AT AWARDS FINAL (I.E. MEDIA BOARD, FLAGS, PROGRAMME)	INCLUDED	INCLUDED	INCLUDED	INCLUDED
SPONSOR MEDIA PACK (SPONSOR LOGOS, PROMOTIONAL ITEMS)	INCLUDED	INCLUDED	INCLUDED	INCLUDED





# **CONTACT US**

contactethesmallbusinessawards.co.uk

contact@thesmallbusinessco.co.uk

www.thesmallbusinessawards.co.uk

All packages are allocated on a first come first served basis, if you have decided to sponsor an award, a list of catagories to sponsor will be sent over to you. Tickets are avaliable for the awards final if you wish to attend, these can be purchased via our website.

Programme advertising options:
Full page (A5) £100
Half page £50
Quarter page £25
First come first served.



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PROUD TO BE ACTIVELY SUPPORTING SMALL
BUSINESS AND CHARITIES WITHIN PETERBOROUGH
SINCE 2016



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REWARD - INSPIRE - SUCCEED

JOIN US AND SUPPORT PETERBOROUGH'S VIBRANT SMALL BUSINESS COMMUNITY

