



THE
**SKILLS FOR
BUSINESS**
AWARDS
2017



2017 GREATER MANCHESTER SKILLS FOR BUSINESS AWARDS SPONSORSHIP PACKAGES



THE 2017 GREATER MANCHESTER SKILLS FOR BUSINESS AWARDS

The Skills for Business Awards are now in their fourth year and continue to go from strength to strength. Building on the success of previous years, the 2017 Awards have been further enhanced with a fresh new format and content which reflects the outstanding contribution made by businesses and employers. The event will be at The Point and will include a drinks reception, three course dinner and the Award ceremony itself.

Music and a top class host guarantee an entertaining and memorable evening which places the winners at the centre of the celebrations and offers a truly positive and rewarding experience for nominees, sponsors and guests.

The Skills for Business Awards is brought to you through a unique partnership of the GM Chamber and the GM Learning Provider Network.



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 For more information, please contact: chris.fletcher@gmchamber.co.uk



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PROFILE FOR YOUR BUSINESS

The GM Chamber is the largest in the UK with over 4,800 members. The Chamber marketing team works across all channels and over the last few years has seen rapid growth with its social media engagement with over 30,000 followers across Twitter, LinkedIn, Instagram and Facebook.

The GM Learning Provider Network is the UK's largest provider network of its kind in the UK, with over 100 members delivering skills training to over 30,000 businesses. The GM Chamber and the GM Learning Provider Network sees its social media, marketing and communication channels as being integral to supporting businesses and organisations who partner with us.

OUR OUTREACH - A quick snapshot

SOCIAL MEDIA: We connect with a large percentage of our audience through our social media channels.

30,000+
FOLLOWERS IN TOTAL

21,000+ TWITTER FOLLOWERS

9,500+ LINKEDIN FOLLOWERS

1,000+ FACEBOOK FOLLOWERS

1,000+ INSTAGRAM FOLLOWERS

**Last year's
dinner was
trending
nationally
on Twitter.**

66
KLOUT SCORE OF 66

THE BRIEF E-NEWSLETTER



The Brief is one of a suite of e-newsletters that forms part of the Chamber's regular communication channels. The twice-weekly e-newsletter goes out to more than 11,500 recipients every Wednesday and Friday - with over 72,000 monthly emails

72,000+
MONTHLY EMAILS

11,500+
DISTRIBUTION LIST, PER EMAIL

OUR MEMBERSHIP BASE

We have a membership base of over 4800 member businesses who regularly engage with us across our channels.

GMCC members make up over a third of Manchester's workforce - with over 330,000 employees across our membership base

GMCC Website * Nov 2016

Monthly Site Sessions - Approx 17,500
Monthly Page Views - Approx 46,000
Average Number of Users - Over 10,200



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THE AWARDS

There are 14 Award categories, recognising the role of businesses of all sizes and across all sectors in Greater Manchester.

They will celebrate those who go the extra mile in skilling up and training their current employees as well as developing the workforce of the future. Schools, colleges and training providers will be recognised for their crucial role in helping businesses and there will be individual awards for stand out apprentices and business owners.

The categories are as follows:

1. Micro Business of the Year Award
2. Small Business of the Year Award
3. Medium Business of the Year Award
4. Large Business of the Year Award
5. Best Investor in Skills Award (the best of the best from the above categories)
6. Education Business Partnership of the Year Award
7. Learning Provider of the Year Award
8. Intermediate Apprentice of the Year Award
9. Advanced Apprentice of the Year Award
10. Higher & Degree Level Apprentice of the Year Award
11. Entrepreneur of the Year Award
12. Learning & Skills Champion of the Year Award
13. Outstanding Innovation of the Year Award - driving productivity through skills investment
14. Supporting People Into Employment of the Year Award



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SPONSORSHIP & PARTNER PACKAGES:

There are a number of opportunities available to sponsor key elements of the awards from the main Headline Partner package to individual awards categories.

In addition to the above the ever popular Twitter wall and photo booth will make a re-appearance - both great ways to get your brand noticed!

All packages offer not just a valuable opportunity on the night itself but are designed to maximise your brand exposure and profile before and after the event too.

All packages can be combined and integrated with sponsorship opportunities across the full range of GM Chamber events. By capitalising on the potential offered by the Chamber's reach and engagement, your business can enjoy enhanced exposure, increased profile and maximum return on investment. Individual packages can be tailored to fit your requirements - please get in touch to discuss bespoke sponsorships.



THE HEADLINE PARTNER PACKAGE:

Packages include:

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- Naming rights and presentation of 2 of the Awards.
- Display stand at the event
- 5 minute speaking slot at the Awards ceremony
- 2 minute DVD to be played at regular intervals during the event
- Table of 10 at the Awards ceremony
- Table of 10 at the GM Chamber Annual Dinner
- Pre and post awards coverage and publicity
- 2 months of banner advertising in the GM Chamber Brief (sent out to over 11,500 contacts twice weekly)
- 2 months of banner advertising in the GMLPN Newsletter
- Invitation to present at GMLPN awards launch event
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016)
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to exclusive headline sponsors dinner late 2017/early 2018
- Invitation to sponsors reception event early 2018

This package is valued at £12,500 + VAT - 1 only

Headline Sponsorship Confirmed for 2017: Pearson



THE EVENT SPONSOR PACKAGE:

Packages to include:

- Full placement of logo on all digital, printed and other material associated with the awards - including publicity material on the evening itself.
- Naming rights and presentation of 1 of the Awards.
- Table of 10 at the Awards ceremony
- Table of 10 at the GM Chamber Annual Dinner
- Pre and post Awards coverage and publicity
- 2 months of banner advertising in the GM Chamber Brief (sent out to over 11,500 contacts twice weekly)
- 2 months of banner advertising in the GMLPN Newsletter
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) - 10 social media mentions per month - 6 month campaign
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

The above package is available for £7500 +VAT



EVENING RECEPTION SPONSOR PACKAGE:

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- 2 minute DVD to be played at regular intervals during the evening reception
- Display stand at the event
- 5 places at the Awards ceremony
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) – 2 months - 10 social media mentions per month
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

TWITTER WALL SPONSOR PACKAGE:

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- Permanent display of logo on Twitter Wall
- Display stand at the event
- 5 places at the Awards ceremony
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) – 2 months - 10 social media mentions per month
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

PHOTO BOOTH SPONSOR PACKAGE:

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- Permanent display of logo on Photo Booth imagery and photographs
- Display stand at the event
- 5 places at the Awards ceremony
- Business promotion through the Chamber's social media channels (over 30,000 combined users via Twitter, Facebook, Instagram as at October 2016) – 2 months - 10 social media mentions per month
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Invitation to sponsors reception event late 2017/early 2018

These packages are available for £3000 +VAT

We're also offering a special discounted rate - if you buy the Twitter wall, photo booth or evening reception package and also purchase the same for the Chamber Annual Dinner, then the package is just £5000 for both.



AWARD CATEGORY SPONSORSHIP PACKAGE:

Each Award sponsors package will consist of the following:

- Full placement of logo on all digital, printed and other material associated with the awards - including publicity material on the evening itself.
- Naming rights and presentation of 1 of the Awards.
- 10 places at the Awards ceremony
- Pre event coverage and publicity including an article on the reason for sponsoring an award
- Post event follow up and publicity with the award winner
- 2 weeks of banner advertising in the GM Chamber Brief (sent out to over 11,500+ contacts twice weekly)
- Full social media engagement through GM Chamber social media channels (over 30,000 followers via Twitter, Facebook, Instagram as at October 2016)
- The opportunity to present the Award and have photos taken for publicity purposes.
- Acknowledgement as a 2017 sponsor at the Chamber's offices at Elliot House
- Sponsors reception event to be held post event - early 2018.

Publicity will start from sign up by the sponsor and will fit with the overall communications plan and package for the Award

Award sponsorships are available at £3000 + VAT - 11 in total



TIMELINE:

24.04.2017

30.06.2017

04.09.2017

30.11.2017



Nominations open

Nominations close

Shortlist announced

Awards night