

biz4Biz **AWARDS2023**

Sponsored by



The biz4Biz Hertfordshire Business Awards **Sponsorship Opportunities**

Celebrating Hertfordshire's business success stories



The biz4Biz Hertfordshire Business Awards 2023

The biz4Biz Awards will be returning for their fifth year with a gala evening in July 2023. These awards are impartial, independent and open to Hertfordshire-based businesses.

There are many excellent award schemes but none that have such a high level of support and engagement, or that attract the volume of nominations from across the county and all business sectors.

Our 2022 Awards programme was a success and set a record for the number of nominations, votes and engagement in the press and on social media.

Sponsorship opportunities

Sponsoring the biz4Biz Awards offers an opportunity to position your brand alongside a prestigious, well-established, high-profile and comprehensively marketed event. Many of the companies that sponsored our awards in 2022 have been with us since we started in 2017. They clearly see the marketing value in supporting our awards programme.

As a sponsor you will benefit from our awards marketing campaign with coverage in our highly successful Insight magazine, which is distributed to over 500,000 people, as well as in the press, on social media and at our gala evening, at which the headline sponsor and category sponsors will have an opportunity to present an award.

We hope you will join us and support the biz4Biz Awards in 2023.

Adrian Hawkins OBE
Chairman, biz4Biz



The biz4Biz Awards programme is recognised as the best in Hertfordshire as it brings together the highest number of nominees from across the county and provides physical judging. Winning a biz4Biz Award is coveted and award-winners continue to expand their businesses and extend their economic contribution to the greater success of Hertfordshire.

We are pleased to announce that Barclays will return for a fifth time as our headline sponsor.

Adrian Hawkins OBE
Chairman, biz4Biz



How do the biz4Biz Awards work?

The biz4Biz Awards return in 2023 to celebrate the outstanding achievements of businesses in Hertfordshire.

Anyone can register one or more companies on our dedicated biz4Biz Awards website and nominate them in up to three award categories. The public can then vote for one company or more online – votes are accepted from employees, customers, suppliers or anyone who has received excellent service from a nominated company.

The voting period will be October 2022 through to March 2023.

The top 25 companies selected in each category will then be eligible for judging, which will take place in March 2023. The judging will produce a shortlist of finalists for each category and a winner.



Winners celebrating at the sold-out biz4Biz Awards gala evening 2022

The biz4Biz Awards programme will culminate in a glittering black tie gala event in July 2023 at which the winners will be announced and receive their awards. Sponsors and award-winners will get access to photographs and videos of the event to use in their marketing.

The biz4Biz Awards gala evening host

biz4Biz has always prided itself in getting a high-profile, professional awards host who can keep an audience energised and engaged while driving the event forward and keeping sessions on time. We will be announcing our host for the 2023 Awards in due course.



Previous biz4Biz Awards hosts include Michael Portillo (2017), Eamonn Holmes (2018), Fiona Bruce (2019) and Nicki Chapman (2022)

What can I sponsor?

We have the following sponsorship packages:

- Headline sponsorship – £15,000 plus VAT
- Category sponsorship – £5,000 plus VAT
- Drinks reception – £2,500 plus VAT
- Awards programme – £2,000 plus VAT.

How are the awards marketed?

As part of the sponsorship package, our comprehensive marketing activities will benefit your brand. There will be significant advertising and promotion of the awards in the biz4Biz Insight magazine (circulation over 500K) and the local press, backed by a strong social media campaign. As the headline sponsor or an awards category sponsor, you will also get the chance to participate in the judging process and present an award at the gala evening.

Headline sponsorship – £15,000 plus VAT

KEY SPONSORSHIP PACKAGE HIGHLIGHTS

- Sponsorship of the Business of the Year Award category.
- Company branding included as part of the biz4Biz Awards logo, which appears on the website, social media posts and marketing materials.
- Two tickets for the Top Table at the biz4Biz Awards gala event together with the host and local dignitaries.
- A table of ten at the biz4Biz Awards gala event.
- Opportunity to have a representative on the Awards judging panel.
- A year's advertising and editorials in biz4Biz Insight magazine (six issues).
- A year's membership of biz4Biz.

KEY MARKETING ACTIVITIES

- Company branding on both the Awards and main biz4Biz websites plus a company overview, videos and links to the sponsor's website.
- A prominent feature in the 'Meet the sponsors' edition of the biz4Biz Insight magazine.
- Sponsor branding featured on all email blasts promoting the Awards.
- Sponsor branding on social media posts on Twitter and LinkedIn.
- The main sponsor will be featured in all press releases and all other awards-related marketing activity.



“Each time the Awards gets better. It’s a massive achievement to win a prestigious award and a lot of businesses love it that they can put it on their website.”

Micky Kosowycz

Barclays

biz4Biz Business Awards Headline Sponsor:
2017, 2018, 2019, 2022 and 2023

ON THE NIGHT

- Presentation of the main award: Business of the Year 2023.
- The opportunity to give a short introductory speech to the audience.
- An opportunity to have a rolling video presentation on screens and a pop-up stand.
- Branding and a company overview in the biz4Biz Awards programme.

AFTER THE EVENT

- Branding featured in post-event marketing materials for the press, web and social media.
- A prominent feature in the Awards Gala 2023 review published in the biz4Biz Insight magazine.
- Branding featured on the main biz4Biz website post-awards review.
- Branding featured on the photographs given to award-winners for use in their marketing.

Category sponsorship – £5,000 plus VAT

KEY SPONSORSHIP PACKAGE HIGHLIGHTS

- Sponsorship of a biz4Biz Awards category (see page 6).
- Company branding on the sponsored category page of the Awards website, and relevant social media posts and marketing materials.
- Company profile and contact details on the biz4Biz Awards website.
- A table of ten at the biz4Biz Awards gala event.
- Opportunity to have a representative on the Awards judging panel.

KEY MARKETING ACTIVITIES

- Company branding and advertising on the Awards website.
- A prominent feature in the 'Meet the sponsors' edition of the biz4Biz Insight magazine.
- Company branding on social media posts on Twitter and LinkedIn related to the award category being sponsored.

ON THE NIGHT

- Presentation of the award to the winner of the category being sponsored.
- An opportunity to have a rolling video presentation on screens around the Awards venue.
- Branding and a company overview in the biz4Biz Awards programme.

AFTER THE EVENT

- Branding featured in post-event marketing materials related to the category sponsorship for the press, web and social media.
- A prominent feature in the Awards Gala 2023 review published in the biz4Biz Insight magazine.
- Branding featured on the main biz4Biz website and the biz4Biz Awards website post-awards review.
- Pictures of the sponsored award presentation will be provided.

Drinks reception sponsorship – £2,500 plus VAT

- Two tickets to the Awards ceremony.
- The sponsors logo and contact details will be displayed on the dedicated Awards website.
- Screen advertising during the Awards gala evening plus a profile and logo in the biz4Biz Awards programme.

Awards Programme Sponsorship – £2,000 plus VAT

- Two tickets to the Awards ceremony.
- A company profile and logo in the Awards programme and the company logo printed prominently on the back page.
- Screen advertising during the Awards gala evening.

biz4Biz Hertfordshire Business Awards 2023 sponsorship categories

Best Apprenticeship

This award is open to apprenticeship schemes that provide job training, success being measured by the number of apprentices who become valued employees.

Best Employment and Skills Provider

This award is open to recruitment, HR, training, coaching, mentoring, health and safety benefit and incentive providers.

Best Accountancy Services Provider

This award is open to accountants, bookkeepers, tax advisers, VAT specialists and companies providing secretarial services.

Best Legal Services Provider

This award is open to companies providing legal services, including solicitors, lawyers, licensed conveyancers and will writers.

Best Financial Services Provider

This award is open to IFAs, banks, finance and leasing companies, mortgage brokers and insurance brokerage services.

Best Marketing Services Provider

This award is open to marketing and digital marketing specialists, PR firms, graphic designers, printers, exhibition companies and copywriters.

Best Corporate Social Responsibility

This award is open to businesses and charities that contribute to sustainable development by delivering economic, environmental and social benefits.

Made in Herts

This award is open to any company producing products in the county that also supports other businesses by sourcing locally.

Best Small Business Award (<£1m)

This award is open to any business that has an annual turnover of up to £1m. They should have a clear marketing and development strategy for future growth.

Large Business of the Year (>£3m)

This award is open to any business that has an annual turnover in excess of £3m. They should have a clear marketing and development and growth strategy.

Best Family Business

This award is open to any family-owned and run business that can also demonstrate sustained success and growth and shared family values.

Best Technology Services Provider

This award is open to companies offering IT support, cybersecurity, software and app development, cloud computing and server centres.

Business Services of the Year

This award is open to any company offering business services, including consultants, architects, valuers and quantity surveyors.

New Business of the Year

This award is open to businesses less than three years old that can demonstrate growth as well as a clear marketing plan and development strategy.

SME Business of the Year (<£3m)

This award is open to any business with an annual turnover between £1m and £3m. They should have a marketing and development strategy for future growth.

Best Sustainability and ESG Award

This award is open to any business that has reduced or removed the harmful impact of products and services on the environment.

biz4Biz Awards 2022 – a night of celebration

Tewin Bury Farm was packed to the rafters at the fourth celebration of the county’s most prestigious business awards programme, hosted this year by popular TV presenter, Nicki Chapman. During the evening, 18 awards were presented to the worthy winners, including the prestigious Business of the Year Award sponsored by Barclays.

“Winning the Best Family Business award is absolutely brilliant – we’ve been working as a family for 25 years, so to get some recognition is priceless.”

Anglian Country Inns
 Awards Winner 2022



“Anyone who is here tonight and has been shortlisted is a winner. There are some fantastic business of all different sizes generating huge value for the economy.”

Hertfordshire LEP
 Awards Sponsor 2022



“It is a great honour to be recognised by our peers throughout the county to win this award. Our staff have worked hard to build and improve the company.”

CU Phosco
 Awards Winner 2022



“Winning two awards feels absolutely brilliant. We have worked really hard in our business through Covid to look after our people, our farms and our businesses.”

Flamingo Group International
 Awards Winner 2022



“It’s been a super evening celebrating the achievements of businesses across the county and supporting the biz4Biz Awards as a sponsor.”

Stevenage Borough Council
 Awards Sponsor 2022

biz4Biz

Want to know more about the 2022 biz4Biz Awards?

<https://biz4biz.org/awards-2022>

Telephone: 0330 9002 777

Email: entry@biz4biz.org

biz4Biz website: <https://biz4biz.org>

biz4Biz Awards 2023 website: <https://biz4biz.uk>

