

NIGHT OF THE STARS



Bristol **Hoteliers** Association

Sponsorship & Partnership Opportunities

7th March 2024 | Ashton Gate Stadium





Partnering the Bristol Hoteliere Association's 6th Annual Ball and Awards gives you the opportunity to raise your profile at this prestigious event and be featured in all of the branded communications associated with the awards.

Association with the awards & ball will provide a platform for you to showcase your brand to the hospitality industry, ensuring your business is situated at the forefront of the hearts and minds of those businesses operating within this sector. More than ever the Hospitality sector needs your support in order for us to reward our hospitality stars in Bristol.

You will gain access to key decision makers in the hospitality industry, showcasing you as a leader amongst your competitors and providing you with an opportunity to develop and nurture your partnerships.

There are a range of opportunities available which are detailed overleaf and we would welcome the opportunity to have a conversation with you to develop a bespoke package appropriate to support your business development or marketing objectives.

OUR AWARD CATEGORIES ARE

-  Employee of the Year – Front of House
-  Employee of the Year – Heart of House
-  Rising Star
-  Chef of the Year
-  Hotel Bright Idea & Best Innovation
-  Team of the Year
-  Unsung Hero
-  Community Spirit
-  Green Initiative

SPONSORSHIP PACKAGE

£1,500 + VAT

As headline sponsor your brand will be integrated into the event composite logo providing exclusivity and strong brand awareness amongst the hotel industry throughout Bristol.

Offering a range of benefits, headline sponsorship with Bristol Hoteliers Ball & Awards will see you positioned at the forefront of your customers minds.

You will be recognised as sponsor throughout all communications and the live event as detailed.

- 10 VIP tickets to attend the awards ceremony to entertain your guests.
- Company branded as sponsor on all appropriate printed promotional and communications materials.
- Opportunity to deliver a company introduction before presenting your award to a targeted audience of circa 420 representatives from the hotel industry across Bristol.
- Announcement of association via a targeted press release.
- Branding on website with business logo with Hyper link from event web pages to your company website.
- Prime display of your company logo throughout the onscreen presentations.
- Verbal acknowledgement from the host confirming our support throughout the evening.
- Association with a specific/appropriate award category.
- Opportunity to present an award to the winner.
- High profile logo branding throughout the souvenir brochure.
- Full page colour advertisement within the souvenir brochure.
- Company name on winner's trophy.
- Branding included on printed seating/ table plans.
- Photo taken with winner and posted online.
- Acknowledgement as sponsor in winners press release.
- Invitation to the post ball networking event with the General Managers from across Bristol hotel industry.
- First refusal on sponsorship for the following year event.

The logo for 'NIGHT OF THE STARS' features a stylized star icon composed of several parallel lines of varying lengths, followed by the text 'NIGHT OF THE STARS' in a bold, sans-serif font.

As an event partner, we will develop a bespoke package appropriate for your business/brand and you will be profiled as a partner to the awards.

- ★ Company logo displayed as a partner on all appropriate printed promotional and communications materials.
- ★ Promotion via social media and press.
- ★ Branding on website with business logo and link to your website.
- ★ Branding at the event via on-screen presentation.
- ★ Tickets to attend the awards ceremony, amount to be defined dependent on the value in kind.
- ★ Verbal acknowledgment of your support during the evening.
- ★ Invitation to the post ball networking event with the General Managers from across Bristol hotel industry.
- ★ First refusal on partnership for future events.

ADVERTISEMENT

There are opportunities for your businesses to be showcased in the official Bristol Hoteliers Association Ball and Awards souvenir programme.

Full page advertisement £350
Half page advertisement £225

We would very much welcome the opportunity to discuss these opportunities with you and discover how a partnership with The Bristol Hoteliers Association Annual Ball and Awards can work for your business.

Please contact us by email: info@bristol-hoteliars.co.uk

We look forward to hearing from you!