



Sponsorship opportunities for the
**2020 Inspiring
Women Awards**

The Lowry Hotel, Manchester
Friday 15th May 2020

www.inspiringawards.co.uk

Inspiring  Women



The Inspiring Women Awards

In 2020, the Inspiring Women Awards, which started life in 1993 as a one off event, will be celebrating 28 years of recognising the outstanding achievements of women in the North West and North Wales. 28 years on 100s of women have been publically recognised for their achievements and 1,000s more acknowledged for their dedication, vision and acts of bravery and determination.

In 2010 we introduced the Inspiring Young Woman Award and the Inspiring Young Women Foundation to recognise and inspire the next generation.

“We have worked with Jacqueline for over 20 years in relation to the Inspiring Women Awards and I have found her to be extremely innovative, professional, creative and imaginative when it comes to high level events for large numbers of people. Each year she has continued to attract interesting and animated speakers and a very high profile sponsors network. I believe Jacqueline adds a tremendous amount of value to events through her innovative and creative outlook.”

Heather Crosby, Partner, Deloitte

The Awards Lunch is firmly placed in the North West’s corporate entertaining calendar with over 350 senior business and professional leaders attending each year to celebrate the achievements of these remarkable women. Sponsors are able to access senior business and professional leaders across the North West through the website, e-marketing campaigns, the award Lunch itself and all post Awards publicity.

Our Broadcast Media Partner and sponsor for 2020 is BBC Radio Manchester, which will be broadcasting live from the event. Our Lifestyle Media Partners for 2020 continue to be the prestigious. Archant Titles: Cheshire Life and Lancashire Life magazines. Other press supporters have included the Sky Sports, Manchester Evening News and regional titles.



Supporting:



The Inspiring Women Awards 2020 will be supporting the Inspiring Young Women Foundation in providing a bursary to the Award beneficiary.

Inspiring Women

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Opportunities for Sponsorship 2020

Overall Sponsor of the 28th Annual Inspiring Women Awards: £7,500 + VAT

This package offers a great opportunity to align your brand with a well established and respected event. Previous sponsors have used this opportunity to promote company values, CSR policies and the company brand.

The Awards try to ensure that there is no conflict of interest for sponsors by offering exclusivity where possible.

Many sponsors have enjoyed a long term relationship with the Awards, Deloitte being the longest with 19 consecutive years as our Business sponsor.

- Reference to The Inspiring Women Awards 'As Sponsor Of' at the Awards Lunch, all related events and all press releases
- Inclusion of your company logo and quotes in advertising and marketing Material, including social media campaigns
- Dedicated website promotion of logo on all main navigation pages with hyperlinks to sponsors own website
- Extensive coverage in Cheshire Life and Lancashire Life
- Prominent display of logo at awards lunch
- Two Top Tables of 10 at Award Luncheon
- 20 Tickets for the VIP drinks reception
- Back cover full page colour advert in the Award Lunch programme
- Photo opportunities throughout the Awards Luncheon
- Representative of your company to address audience at Awards Luncheon
- Promotion of your sponsorship on stage at Awards Luncheon
- Opportunity to provide branded table give-aways at Awards Luncheon
- IWA will support sponsor's communications team to maximise PR opportunities throughout the period from becoming a sponsor until the 2021 Awards are launched





Award Category Sponsor 2020: £4,500 + VAT per award

This package offers the following:

- Dedicated website promotion of logo and hyperlink to Sponsors' own website
- Promotion of your sponsorship in press releases and marketing materials
- Sponsorship of individual award
- Table of 10 at the Award Lunch in prominent position
- 10 tickets for VIP Drinks reception
- Two-thirds page colour advert in the Award Lunch programme
- Prominent display of logo at Award Lunch
- Photo opportunity at the Award Lunch
- Representative of your company to present the award
- Opportunity to provide branded table giveaways
- A representative of your company to assist the judging of the Award.



Categories Available:

- Business
- Community
- Entrepreneur
- Inspiring Young Woman (16-25 year olds)
- Manchester Bee
- Here come the Girls
- The Constance Award – no nominations taken. This is a special award commemorating those women who quietly make a difference and will be awarded by the independent panel of judges



Other Sponsorship opportunities:

- Pull up stand in Drinks Reception area plus two tickets - £500 + VAT
- ¼ page advert in the Lunch Programme plus two tickets - £500 + VAT
- Pull up Stand in Drinks Reception area, ¼ page advert and two tickets - £850 + VAT

"It's a unique accolade for me as a doctor to be recognised in the Business Category of the awards. I am truly proud of the innovation and 'business-style' I have brought to healthcare, keeping it patient focused and sustainable for the future. The award is valuable affirmation for my team that the role women leaders play in the health service is appreciated and critical to its success."

Dr Shikha Patel, SSP Health, Business Award Winner 2019

"It was a fabulous surprise, and a huge delight winning the business category for the Inspiring Women Awards. Its humbling to be recognised in this category and an honour to champion women in business. I believe strongly in gender equality and there are still not enough women in senior roles in business, as such it is important that we celebrate achievements but more importantly mentor young women, early in their careers."

Sara Prowse, CEO Hotter Shoes, Business Award Winner 2018

"It was a really superb event as ever! The winners and finalists were truly inspiring! As ever you kept the pace of the event upbeat and entertaining! The food was super and our guests had a great time – so many thanks! I look forward to 2019!!"

Kate Wilson, North marketing and promotions manager, Archant Titles

"The event provides an opportunity to celebrate the outstanding achievements of women in the North West. At the same time it inspires everyone who attends to fulfil their own potential and encourages them to support others. We (Eversheds) have attended with our clients every year since its inception, 24 years ago and find it enjoyable and inspiring!"

Diane Gilhooley, Partner & Head of Education, Eversheds LLP

"Inspiring Women awards are a once a year must attend event- no matter what your background you learn so much and always walk away truly both humbled and lifted by the extraordinary women showcased. It fills you with joy and hope"

Sue Woodward OBE, Creative & Media Award winner 2013

"Winning Entrepreneur of the Year at the Inspiring Women Awards was one of my proudest moments in business. It led to some very positive press coverage at a time when I am trying to grow Kiddyum both regionally and nationally. I have been attending the awards for a number of years, watching every finalist and hearing their different, personal stories. To be able to share my experiences to date within a room full of inspiring ladies made me very proud"

Jayne Hynes, Entrepreneur Award Winner 2016

"I have just about come down to earth! Thank you so much for what was quite simply one of the best events I have ever attended. From start to finish we were treated like royalty. I met such lovely people and the day felt so full of positivity and love. Women inspiring women to be inspiring! What an incredible thing. All of the finalist's stories were incredible. There are a lot of brave innovators out there, and the awards are a fantastic showcase for their skills and efforts. Winning the community award came as a big surprise. Having met and listened to the stories of the 2 other finalists I was not expecting to hear my name read out at all. I'm the sort of person that has always come late to things in life, and have been a dogged plodder rather than a shiny person. It means the world to me that somebody took the time to notice what I have been trying to do with my career and education to help people who often feel so devastated and shocked by having cancer. After treatment, I try to put people back together and show them that they can rebuild and live and love and laugh again. Maggie's gives people the perfect place to do that."

Atiha Chaudry, Community Award Winner 2016

