



MERSEYSIDE
BLACK
ACHIEVERS
AWARDS 2011



Merseyside Black History Month Group
Sponsorship Packages 2011

Learning from the past, Shaping the future together

Merseyside Black History Month Group Sponsorship Packages 2011

Merseyside's Black History Month celebrations are amongst the largest in the country and attract visitors from all over the UK and Europe, receiving local and national coverage.

Since 2003 those celebration activities have been organised by The Merseyside Black History Month Group, now a registered charity (No. 1130104) and Limited by Guarantee Company (No. 06718964) with the following aims:

1. The Promotion of Equality and Diversity for the public benefit of residents of Merseyside in particular, but not exclusively, by:
 - Advancing education and raising awareness in equality and diversity, and black heritage, history and arts
 - Promoting activities to foster understanding between people from diverse backgrounds
 - The elimination of discrimination on the grounds of race, gender, gender identity, disability, sexual orientation religion or age
2. In particular, but not exclusively, developing and delivering a year long calendar of events celebrating and raising awareness of black history and heritage with a special focus on the month of October.

Thousands of diverse audience members, visitors and patrons have attended and supported the diverse programme of successful activities since 2003, which includes:

- The Merseyside Black Achievers Award – a prestigious black tie event held in Liverpool each October which celebrates the achievements of members of the black community and also recognises contributions made by individuals or groups to black communities. The awards presented are sponsored by key public and private sectors partners
- The Cultural Food Fest – held in Sefton Park's historical Palm House, where people from all over Merseyside can sample (free of charge) a variety of cultural cuisines

The Group's success comes from the fact that the majority of our programs are free and open to the public, thus fostering community cohesion.

However, this can only be done with the financial support, resources and participation from corporate sponsors, who benefit immensely from the opportunities to enrich people's lives and increased brand awareness.

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Your Sponsorship Opportunities

Merseyside Black History Month 2011 is destined to be great and set the bar for years to come. We have increased the sponsorship opportunities for organisations, businesses, and individuals. We have also increased the opportunities for brand exposure via print, television, radio, Internet and promotional items. Merseyside Black History Month is one of the premiere opportunities to enhance your organisation's community outreach, community cohesion and expand your community networks and opportunities. Thousands of people will be exposed to your support, benefitting both Merseyside Black History Month and yourself.

Having confirmed your support the Merseyside Black History Month Group will work closely with you to optimise your generosity and maximise your opportunity.

Package	Value*
Platinum Sponsorship Package	£10,000
Gold Sponsorship Package	£5,000
Silver Sponsorship Package	£2,500
Bronze Sponsorship Package	£1,500
Award Sponsorship Package	£800
Black Achievers Award Event Programme	£1,200
Black Achievers Award Event Goody Bag	£1,200
Black Achievers Award Event Ticket	£850
Merseyside Black History Month Friend	£300

**All prices shown are exclusive of VAT*

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Package Content at a Glance:

	Sponsor Category								
	Platinum	Gold	Silver	Bronze	Award	Awards Event Programme	Awards Event Bag	Awards Event Ticket	Friend Of
Title Sponsor	√								
Rights to Acclaim	√								
Logo on Marketing	√	√	√						
Logo on Website	√	√	√	√	√	√	√	√	√
Logo in Awards Programme	√	√	√	√	√	√	√	√	
Logo on Awards Tickets	√							√	
Tickets to Awards	10	5	2	2	2	2	2	2	
Award Sponsor	√				√				
Promotional Stand at Awards	√	√							
Promotional Banner at Awards	√								
3 minute speech at Awards	√								
Advertising in Awards Programme	2 pages	1 page	½ page	¼ page					
Photo Opportunity with Award winner	√	√	√	√	√				
Promotional Tent at Food Fest	√								
Promotional Stand at Food Fest	√	√	√						√
Logo on Awards Event Bags	√	√	√				√		
Leaflets in Awards Event Bags	√	√	√	√					
Appreciation Recognition	√	√	√	√	√	√	√	√	√

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£10,000 Platinum Sponsorship Package: *Official Title Sponsor of Merseyside Black History Month*

This is the ultimate Merseyside Black History Month sponsorship package giving your Company or Brand maximum exposure both prior to and during Black History Month on Merseyside. This includes all official events as well as other associated events.

- As sponsor of the entire Merseyside Black History Month, you will receive Title Sponsorship: MBHMG presents Merseyside Black History Month, in association with (Your Company name or Brand)
- Rights to acclaim "Official Title Sponsor of Merseyside Black History Month" in television, radio, Internet and print advertisements
- Logo placement on Website, posters, flyers and all other marketing items as "Official Title Sponsor of Merseyside Black History Month"
- Logo placement on front cover of official Merseyside Black Achievers Awards event program as "Official Title Sponsor of Merseyside Black History Month"
- Logo placement on all promotional items as "Official Title Sponsor of Merseyside Black History Month"
- 10 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- Sponsor of one award at the Merseyside Black Achievers Awards
- Promotional stand and banner placement at the Merseyside Black Achievers Awards event
- 3-minute promotional speech at the Merseyside Black Achievers Awards event
- 2 page spread advertising in the Merseyside Black Achievers Awards event programme as "Official Title Sponsor of Merseyside Black History Month"
- Photo opportunity with all award winners at Merseyside Black Achievers Awards event
- Promotional tent and stand at the Cultural Food Fest event as "Official Title Sponsor of Merseyside Black History Month"
- Distribution of Company Literature inside all official Merseyside Black History Month event Bags
- Appreciation plaque

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£5,000 Gold Sponsorship Package

This package will give your Company or Brand all the exposure you would expect as one of the main sponsor of Merseyside Black History Month. It incorporates excellent marketing exposure both prior to and during Merseyside Black History Month and gives you privileges to enjoy with your guests during the two main official events.

- Logo placement on Website, posters, flyers and all other marketing items as "Gold Sponsor of Merseyside Black History Month"
- Logo placement in official Merseyside Black Achievers Awards event program as "Gold Sponsor of Merseyside Black History Month"
- Logo placement on promotional items as "Gold Sponsor of Merseyside Black History Month"
- 5 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- Promotional stand at the Merseyside Black Achievers Awards event
- 1 page advertising in the Merseyside Black Achievers Awards event programme as "Gold Sponsor of Merseyside Black History Month"
- Photo opportunity with all award winners at Merseyside Black Achievers Awards event
- Promotional stand at the Cultural Food Fest event as "Gold Sponsor of Merseyside Black History Month"
- Distribution of Company Literature inside all official Merseyside Black History Month event Bags
- Appreciation plaque

£2,500 Silver Sponsorship Package

The Silver Sponsorship package will give your Company or Brand exposure leading up to Merseyside Black History Month as well as during the two main official events.

- Logo placement on Website, posters, flyers and all other marketing items as "Silver Sponsor of Merseyside Black History Month"
- Logo placement in official Merseyside Black Achievers Awards event program as "Silver Sponsor of Merseyside Black History Month"

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- Logo placement on promotional items as “Silver Sponsor of Merseyside Black History Month”
- 2 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- 1/2 page advertising in the Merseyside Black Achievers Awards event programme as “Gold Sponsor of Merseyside Black History Month”
- Photo opportunity with all award winners at Merseyside Black Achievers Awards event
- Promotional stand at the Cultural Food Fest event as “Silver Sponsor of Merseyside Black History Month”
- Distribution of Company Literature inside all official Merseyside Black History Month event Bags
- Certificate of Appreciation

£1,500 Bronze (VIP Lounge) Sponsorship Package

This Sponsorship package will give your Company or Brand exposure within the VIP Lounge at the Merseyside Black Achievers Awards event. It will also include exposure leading up to Merseyside Black History Month as well as during the Merseyside Black Achievers Awards event.

- Logo placement on Website as “Bronze Sponsor of Merseyside Black History Month”
- Logo placement in official Merseyside Black Achievers Awards event program as “Bronze Sponsor of Merseyside Black History Month”
- 2 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- 1/4 page advertising in the Merseyside Black Achievers Awards event programme as “Gold Sponsor of Merseyside Black History Month”
- Photo opportunity with all award winners at Merseyside Black Achievers Awards event
- Distribution of Company Literature inside all official Merseyside Black History Month event Bags
- Certificate of Appreciation

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£800 Award Sponsorship Package

The Award Sponsorship package will give your Company or Brand exposure in advertising material for Merseyside Black History Month as well as on an award of your choice at the Merseyside Black Achievers Awards and Food Fest.

- Logo placement on Website as "Award Sponsor"
- Logo placement and acknowledgement alongside the award sponsored in official Merseyside Black Achievers Awards event program as "Gold Sponsor of Merseyside Black History Month"
- 2 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- Sponsor of one award at the Merseyside Black Achievers Awards
- Photo opportunity with winner of Award sponsored
- Certificate of Appreciation

£1,200 Merseyside Black Achievers Awards Event Programme Sponsorship Package

- Logo placement on Website as "Event Programme Sponsor"
- Logo placement on front cover of official Merseyside Black Achievers Awards event program as "Event Programme Sponsor"
- 2 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- Certificate of Appreciation

£1,200 Merseyside Black Achievers Event Goody Bag Sponsorship Package

- Logo placement on Website as "Event Bag Sponsor"
- Logo placement on official Merseyside Black Achievers Awards event bag as "Event Bag Sponsors". Bags will be distributed to delegates at the Merseyside Black Achievers Awards
- Logo placement in official Merseyside Black Achievers Awards event program as "Event Bag Sponsor"

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- 2 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- Certificate of Appreciation

£850 Merseyside Black Achievers Award Event Ticket Sponsorship package

- Logo placement on Website as "Event Ticket Sponsor"
- Logo placement on official Merseyside Black Achievers Awards event tickets as "Event Ticket Sponsors"
- Logo placement in official Merseyside Black Achievers Awards event program as "Event Ticket Sponsor"
- 2 VIP tickets to the Merseyside Black Achievers Awards event, inclusive of access to exclusive VIP reception area
- Certificate of Appreciation

£300 Merseyside Black History Month Friend Of package

- Logo placement on Website as "Friend Of Merseyside Black History Month"
- Promotional stand at the Cultural Food Fest event as "Friend Of Sponsor of Merseyside Black History Month"
- Certificate of Appreciation

Please note: that the publication of logos on promotional items is subject to print deadlines and logos will be included on all printed material from the time the sponsorship package has been agreed

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