



# White Rose Awards 2017

**SPONSORSHIP OPPORTUNITIES**

**Welcome  
to Yorkshire**  
yorkshire.com



## About the event

The Welcome to Yorkshire White Rose Awards is the largest and grandest celebration of tourism and regional excellence in the UK. Our awards recognise and reward the very best throughout Yorkshire. The awards are attended by those working in the tourism and leisure industry and the wider business community.



## Benefits of sponsorship

- Increase brand awareness and showcase your company
- Develop partnerships and forge business links
- Access to key decision makers within the tourism and leisure industry
- Media coverage achieved in excess of £2 million
- Exposure to Welcome to Yorkshire database of 6,500 members

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## SPONSORSHIP OPPORTUNITY

# Event Partner

Becoming the event partner is a unique opportunity for your business to be associated with Welcome to Yorkshire at one of the most prestigious awards ceremonies in the UK. Have brand exposure before and after the event, scope to highlight your products and services throughout the evening and an opportunity to present an award.

### Benefits

- Company logo on all marketing literature around the event including:
  - Website
  - E-newsletter
  - Guest invitations
  - Event programme back cover
  - Company profile and online banner advert on [www.whiteroseawards.com](http://www.whiteroseawards.com)
- Company logo on screens in the venue
- Stand-up banners throughout the event venue
- Full page colour advert in the event programme
- The host presenter for the evening will provide an on stage sponsor acknowledgment and introduction
- Business message to the audience prior to revealing the winner of the award and presenting it to the winner
- Two company representatives to present the award on stage
- Official winner and sponsor photography, with dual logo backdrop for post-event publicity
- Association on our industry newsletters
- Table for 10 at the awards ceremony
- Promotional e-newsletter to event attendees after the event
- Access to database of attendees



EVENT  
PARTNER  
**£5,000 + VAT**

## SPONSORSHIP OPPORTUNITY

# Category Sponsorship

The opportunity to sponsor a category gives your organisation sole association and branding of your selected award.

### Benefits

- Tickets for 6 people at the awards ceremony
- One company representative to present the award on stage
- Company logo on all marketing literature around the event including:
  - Website
  - E-newsletter
  - Event programme back cover
- Company profile, logo and link from [www.whiteroseawards.com](http://www.whiteroseawards.com) to your company website
- Company logo on screens in the venue
- Stand-up banner in the reception area
- Half page colour advert within event programme
- The host presenter for the evening will provide an on stage sponsor acknowledgment
- Official winner and sponsor photography
- Association within our industry newsletters

CATEGORY  
SPONSORSHIP  
**£2500 + VAT**  
PER CATEGORY

### 2017 Categories

- Outstanding Customer Service
- Guest Accommodation
- A Taste of Yorkshire
- Yorkshire Producers and Makers
- Yorkshire Pub
- Small Visitor Attraction
- Large Visitor Attraction
- Small Hotel
- Large Hotel
- Visitor Information
- Holiday Parks
- Self Catering
- Yorkshire Restaurant
- Inns and Restaurant with Rooms
- Arts and Culture
- Business Tourism
- Yorkshire Event

## 2017 Sponsorship Agreement

Welcome to Yorkshire is giving you the opportunity to promote your business by being part of the White Rose Awards 2017.

If you are interested in joining Welcome to Yorkshire at this year's event, please complete and return the form to:

**Nicola Christian,  
Partnerships Manager,  
Welcome to Yorkshire,  
Dry Sand Foundry, Foundry Square,  
Holbeck, Leeds. LS11 5DL**

T 0113 322 3570

M 07581 575 221

E nchristian@yorkshire.com

I would like to be an event partner at a cost of **£5,000 + VAT**

I would like to sponsor the following category at a cost of **£2,500 + VAT**:  
(please tick as appropriate)

- Outstanding Customer Service
- Guest Accommodation
- A Taste of Yorkshire
- Yorkshire Producers and Makers
- Yorkshire Pub
- Small Visitor Attraction
- Large Visitor Attraction
- Small Hotel
- Large Hotel
- Visitor Information
- Holiday Parks
- Self Catering
- Yorkshire Restaurant
- Inns and Restaurant with Rooms
- Arts and Culture
- Business Tourism
- Yorkshire Event
- Rather than sponsor a specific award category, I would like to sponsor an element of the Awards such as the pre-dinner drinks reception, flowers, balloons, entertainment etc and would like to explore the provision of in-kind support.

Name: .....

Signature: .....

Organisation: .....

Address: .....

Post code: .....

Tel: .....

Email: .....

**Payment method (please tick box)**

1. Enclosed cheque made payable to: Welcome to Yorkshire

2. Please forward an invoice

PO number if required: .....

# Welcome to Yorkshire

yorkshire.com

Please contact Nicola Christian for further information:

**Nicola Christian**

Partnerships Manager

Welcome to Yorkshire

Dry Sand Foundry, Foundry Square,

Holbeck, Leeds LS11 5DL

**T** 0113 322 3570

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**E** nchristian@yorkshire.com

## TERMS AND CONDITIONS

1. All event partners and sponsors involved in the White Rose Awards, must settle in full outstanding monies owed prior to the award ceremony.
2. Cancellations cannot be accepted after the deadline date of 31st August 2017. Participants shall remain liable for the cost of the category booked.
3. Booking forms supplied after the final deadline date cannot be guaranteed.
4. Welcome to Yorkshire will not be liable for any loss or damage, during build up, breakdown and for the period of the event.
5. In any event, it is expressly agreed that Welcome to Yorkshire's total liability shall be limited to a refund for the fee paid and that no liability shall attach to Welcome to Yorkshire in respect of any other loss or consequential loss of any kind.
9. Where the participant is not a member of such a body as aforesaid, he/she will, nevertheless, adhere to the Codes of Conduct where appropriate to his/her business activities in all respects.
10. To deal promptly and courteously with all enquiries from guests at the event.
11. To adhere to Welcome to Yorkshire's guidelines including dress code etc.

### Invoicing and payment

### Participants' responsibilities including Code of Conduct

6. At all times to maintain the highest possible standards of courtesy, cleanliness and service, and to enhance the reputation of Yorkshire as a major destination. The participant is required to notify Welcome to Yorkshire of any matter that might adversely impact the reputation of Welcome to Yorkshire or Yorkshire as a major destination.
7. To describe fairly to all persons the amenities, facilities and services to be provided, whether by advertisement, brochure or other means and to make clear exactly what is included in all prices.
8. Where the participant is a member of the British Hospitality Association, the Association of British Travel Agents or other similar bodies, he/she will adhere to the Code of Conduct formulated by that body.
12. Sponsorship is reserved until such time as payment is made in full to Welcome to Yorkshire - refer back to terms and conditions deadline.
13. Invoices will be raised following receipt of signed booking forms and will be due and payable from the date of issue and payment must be received as per terms and conditions.
14. In the event of non-payment of an invoice or invoices, we reserve the right to charge interest on overdue invoices. Should this be necessary we give notice that interest will be charged at standard bank base rates plus 4% to compensate for the additional workload created by overdue payments.
15. Acceptance of these credit terms includes acceptance of the levying of interest charges at our discretion. If legal action is required to effect payment, we give notice that all legal and court costs, plus interest, will be added to the amount sought via the courts in the event of non-payment.
16. In the event that settlement is subsequently made by credit or debit card, we will charge an additional 4% to cover merchant fees and additional administration costs.