

**LINCOLNSHIRE  
SPORT &  
PHYSICAL  
ACTIVITY  
AWARDS  
2024**



**SPONSORSHIP  
OPPORTUNITIES**



# WELCOME TO THE LINCOLNSHIRE SPORT & PHYSICAL ACTIVITY AWARDS 2024

A well known highlight of the Lincolnshire calendar, the Lincolnshire Sport and Physical Activity Awards is embarking it's 20th annual celebration in 2024.

These community awards are an amazing opportunity to recognise, celebrate and say thank you to people, organisations and clubs who have made a real difference to local people.

With a genuine 'feel good' vibe, the awards attracts a significant amount of local interest with thousands of page views and hundreds of nominations every year in addition to local press coverage.

With the support of sponsors, we are able to keep this a community awards that are free to enter and free for our finalists to attend, with every finalist receiving two free tickets to join the celebration.

Nominations are judged by a guest panel of partners and previous winners to ensure every nomination is judged on the merit of their achievement.

Our 2024 awards ceremony is to be held in early November in Lincoln. Venue details will be announced shortly, however building on the success of 2023 the ceremony will have up to 300 guests.

Through the awards Active Lincolnshire celebrate the fantastic work that individuals, clubs and organisations from across our county do to get more people, more active, more often.

Photos of our 2023 event



## THE CATEGORIES

For our 2024 awards we will be showcasing the inspirational achievements of people, groups and organisations across a broad range of categories. Celebrating amazing stories of dedication, personal achievement, projects, schemes and systemic approaches which all help, through sport or other forms of physical activity, to get more people, more active, more often.

This years award categories are:

### Outstanding Contribution to Sport & Physical Activity Award

*For someone who has changed the shape of sport or physical activity in Lincolnshire, for the sector, or a specific activity.*

### Positive Experiences for Children & Young People Award

*For a club or organisation doing something special to get more children and young people enjoying being active.*

### Active Change Award

*For a personal transformation of lifestyle through sport or physical activity.*

### Active Achievement Award

*Celebrating specific outstanding achievements; from fundraising challenges to elite sporting success.*

### Unsung Hero Award

*For volunteers; who are the backbone to success for so many clubs and organisations.*

### Inclusion & Diversity Award

*For an individual, project or organisation who have been exceptional at breaking down barriers to physical activity.*

### Active Workplace Award

*Celebrating organisations who have actively encouraged employees to move more.*

### Impact On Health Award

*To champion how physical activity can be used to improve the health and wellbeing of people across Lincolnshire.*

### Active Club Award

*For a club doing exceptional work to encourage people to be active.*

### Active Event Award

*To recognise events of any scale that encourage being active.*

### Active Youth Champion Award [NEW]

*For someone who goes above and beyond to get more children and young people enjoying being active.*







## SPONSORSHIP OPPORTUNITIES

For our 2024 awards there are a number of sponsorship opportunities available to promote your organisation and the work you do, while supporting Active Lincolnshire to get more people moving across our county.

Sponsorship is vital to us being able to run the awards every year, and being able to celebrate and share the amazing stories and inspire others to get involved in any way they can.

In order to be as inclusive as possible all finalists are invited as our guests and receive two free tickets each so we can all share and celebrate in their successes together.

This year the core sponsorship opportunities are:

### HEADLINE SPONSOR

Take centre stage on all main promotional material and event assets with your brand. Share your brand message to the full Lincolnshire Sport & Physical Activity Awards audience.

There is only one opportunity to be our primary sponsor and we are looking for a partner who shares our passion for being committed to enabling everyone in Lincolnshire to live happy, healthy active lives.

### AWARD CATEGORY SPONSORS

Support a specific category by sponsoring one of our awards. We'll help you choose an award that aligns best with your area of work and help share your brand with nominees and our wider awards audience.

This year we have eleven categories with sponsorship opportunities and we welcome enquiries from a wide range of organisation types from all sectors.

## HEADLINE SPONSOR

As the headline sponsor you will receive:

### PRE-AWARD PROMOTION

- Coverage in our social media activity (paid & organic)
- Inclusion in all awards assets and event communications, including on ActiveLincolnshire.com and in associated materials.
- Placement of a supporting statement on our awards' homepage.
- Mentioned as headline sponsor in Active Lincolnshire eNewsletters; which go out to a diverse range of partners across the county.
- Inclusion in the press release schedule.
- Invite to comment in selected press releases to local media.
- A headline sponsor's tool kit that you can use to show your support of the awards including; the awards logo, email signature graphic, website and social media graphics.

### AT THE AWARDS

- A dedicated sponsors table with 8 tickets to join us for the celebration evening, including a two course meal and wine.
- A full page advert in the event programme.
- Your logo displayed in other key parts of the programme.
- An opportunity to have a promotional video played at the event.
- Brand placement on main award assets.
- General networking opportunities throughout the evening.

### POST-AWARD PROMOTION

- Coverage in organic and paid social media activity that celebrates the success of the awards as a whole and the winners.
- Inclusion within relevant post-event press releases.
- Your brand/logo on the awards round up.
- Mentions in our Active Lincolnshire eNewsletters.

### EXTRAS

- Design support for advert artwork is available on request.

### HEADLINE SPONSOR PACKAGE

1 Opportunity Available  
£3500 + VAT





# AWARD CATEGORY SPONSOR

As one of the Award Category Sponsors you will receive:

## PRE-AWARD PROMOTION

- Coverage in our social media activity around your chosen award category (paid & organic).
- Inclusion in all event communications, including on ActiveLincolnshire.com and in associated materials.
- Placement of a supporting statement on your sponsored awards' web page.
- Mentioned in Active Lincolnshire eNewsletters; which go out to a diverse range of partners across the county.
- Inclusion in the press release schedule.
- Invite to comment in selected press releases to local media relevant to the award category sponsored.
- A sponsor's tool kit that you can use to show your support of the awards including; logo, email signature graphic, website and social media graphics.

## AT THE AWARDS

- A dedicated sponsors table with 8 tickets to join us for the celebration evening, including a two course meal.
- General networking opportunities throughout the evening.
- Brand placement within your sponsored category.
- Half-page advert in the event programme.
- Logo and name featured on the on the award spread; as part of the programme each award has it's own double page showcasing each of the finalists.
- Inclusion on the video screen within your award category.
- The opportunity to present the winner with the award of the category you have sponsored.

## POST-AWARD PROMOTION

- Coverage in organic and paid social media activity around your chosen award category that celebrates the success of the winners.
- Inclusion within relevant post event press releases.
- Your brand/logo on the your winner's case studies and stories across Active Lincolnshire and Let's Move Lincolnshire platforms.
- Mentions in our Active Lincolnshire eNewsletters.

## EXTRAS

- Your choice of award category that you wish to sponsor (on a first come, first served basis)

## AWARD SPONSOR PACKAGE

11 Opportunities Available  
£1750 + VAT

# OTHER SPONSORSHIP OPPORTUNITIES

To support our main sponsorship packages, we may also have opportunities for brand placement at the event. These may include; Drinks / Reception Sponsor, Entertainment Sponsor etc.

Contact us for more information about these packages as they can be tailored to suit what you can offer in support of the awards.

## FIND OUT MORE

See the amazing stories of our 2023 winners and finalists at [ActiveLincolnshire.com/Awards](https://www.activeLincolnshire.com/Awards)

Take a look at last years event programme featuring our finalists stories, sponsors and more.  
[2023 Awards Programme](#)

## BECOME A SPONSOR

To find out more about the opportunities available and how else you can support Active Lincolnshire and the 2024 Lincolnshire Sport & Physical Activity Awards, please contact:

Lindsay Parker  
[Lindsay.Parker@ActiveLincolnshire.com](mailto:Lindsay.Parker@ActiveLincolnshire.com)



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