



# Manchester Tourism Awards 2010

## Sponsorship Proposal

Visit Manchester is the tourist board for Greater Manchester. It aims to:

- Provide strategic leadership to the tourism industry within the city-region. The key elements of which are the development of a tourism strategy for Greater Manchester and its action plan destination management plan.
- Promote Manchester as a leading leisure, learning and business tourist destination for national and international visitors. This will be achieved through the use of targeted leisure marketing, press & pr and conference marketing activity.
- Service the visitor with everything they need to research, plan and enjoy a trip to Manchester by providing industry-leading visitor services.
- Service the city-region's tourism industry with a range of tourism development opportunities to enable them to provide a first-class product to visitors.

It is a division of Marketing Manchester, the agency charged with promoting Manchester on a national and international stage. As such, its funding partners include Northwest Regional Development Agency, Manchester Airport, Manchester City Council, AMGA, GMPTA and membership organisations.

What are the Manchester Tourism Awards?

Now into its seventh year, the Manchester Tourism Awards recognise and reward the high levels of investment in quality and outstanding contributions to tourism. The Awards showcase the very best of what the city region has to offer and are an excellent incentive to tourism businesses in Greater Manchester to continue to raise the industry standard. The awards Gala Dinner will take place on **Thursday 27 May** at **Hilton Manchester Deansgate** with over 400 of the tourism industry's key decision makers in attendance.

Why should I sponsor the awards?

- Build brand awareness in a rapidly expanding sector. The tourism industry contributed £5.5 billion to the Greater Manchester economy in 2008 and supports over 77,000 full-time equivalent jobs.
- Develop future partnerships with Greater Manchester tourism business.
- Align your product with tourism industry.
- Showcase your product/service to the industry.
- Access a wide range of key decision makers in the tourism industry.



## Categories Available

- Large Hotel of the Year
- Serviced Apartments of the Year
- Small Hotel/B&B of the Year
- Large Visitor Attraction of the Year
- Small Visitor Attraction of the Year
- Tourism Event of the Year
- Tourism Experience of the Year
- Business Tourism Award
- Outstanding Customer Service Award
- Access for All Award
- Sustainable Tourism Award
- Taste of Manchester Award
- Tourism Retailer of the Year

Other elements of the awards could also be sponsored, such as the VIP drinks reception or flowers/table linen.

## Sponsorship Benefits

### Pre-event

- Sponsor invited to and profiled at Tourism Awards launch on 12 January 2010 at Manchester Central.
- Title of the award to be associated with sponsor, for example 'Large Hotel of the Year sponsored by NCP'.
- Company logo to be included on material relation to the promotion of the event including criteria, information sheets, gala dinner invitation and ticket booking form.
- Company logo and profile included on tourism awards microsite.
- Company to be acknowledged as a sponsor in any relevant press releases, both pre and post event.

### During the event

- Invitation to VIP champagne reception which takes place prior to the awards ceremony.
- 10 tickets to attend the awards ceremony.
- Company representative to present sponsored award with photo opportunity.
- Company to be recognised by celebrity host at the awards ceremony.
- Company logo on multi-media presentation at the awards ceremony.
- Profile of company with logo in awards programme.



## Confirmation Form

I would like to confirm sponsorship of the following award at a cost of £5,000+VAT.

Award Category

Your company name

Address

Postcode

### Contact details

Name

Job title

Direct line

Mobile

Email

Signature

Date

Please complete and return to:  
Rachel Heaton, Visit Manchester, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG.

If you have any questions or would like to discuss further, please contact Rachel on 0161 238 4519  
or [rachel.heaton@visitmanchester.com](mailto:rachel.heaton@visitmanchester.com)