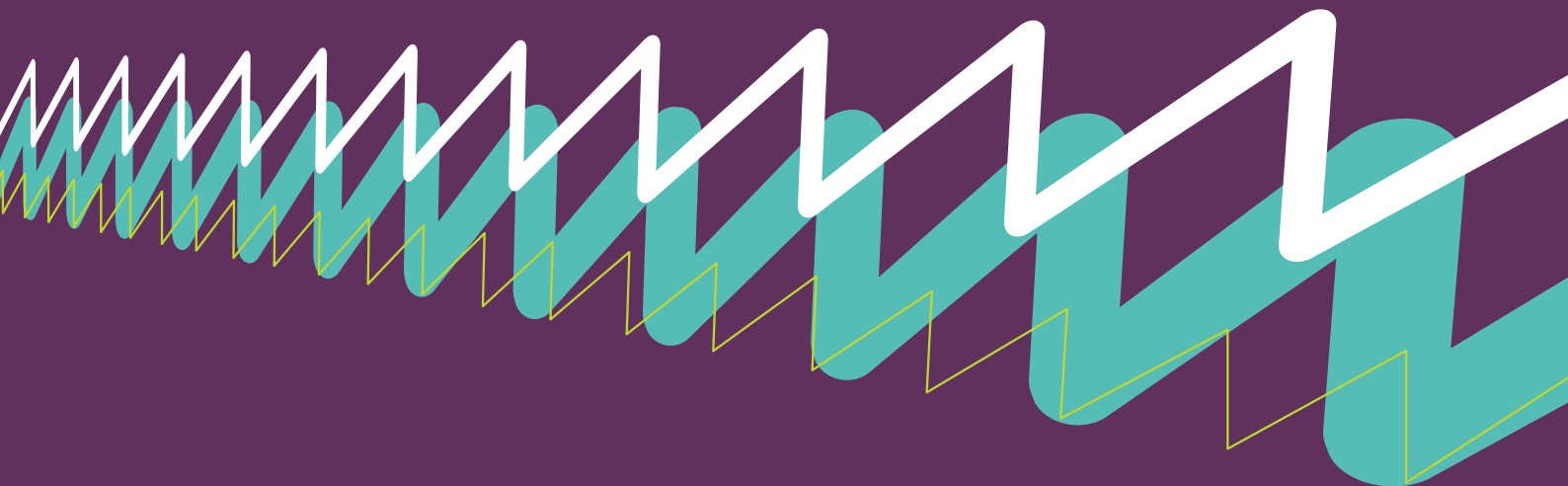




Sponsorship Opportunities



North East Woman Entrepreneur
of the Year Awards 2011

Friday 11th November
The Hilton Gateshead

Supporting women in business is key to the economic and social wellbeing of the North East. Founded in 1999 and incorporated as a social enterprise in 2008, Women Into the Network (WIN) has worked with thousands of women to inspire, guide and support them in starting and growing some of the region's most successful businesses, both large and small.

Every year we help to celebrate and profile the success of these businesses, and the women that own and run them, through these prestigious annual Awards. The Awards attract hundreds of regional business leaders and substantial regional and national media attention, as some of the most dynamic businesses in the North East are judged by expert panels of entrepreneurs, investors and supporters of business in our region.

2011 has already seen great interest from women across the North East, who are eager to enter this year's Awards and raise their profile. With the prospect of another bumper year of nominations and the support of existing sponsors, we look set for another fantastic Awards.

As WIN's member base continues to grow, we promise even greater profile for their achievements, and to deliver even greater rewards and benefits to our valued sponsors.

This year, the categories of the Awards* have been revised to reflect the changing markets and challenges facing our entrants, and we are able to offer a range of sponsorship opportunities for everybody wishing to pledge their support.

This document outlines details on the sponsorship packages for this year's Awards, but we are also more than happy to consider your specific needs and put together a more bespoke package.

Thank you for your support and we look forward to celebrating with you on the night.

"The event just gets better every year....congratulations to you for that. We would like to sponsor the same Award next year."

Rick O' Farrell, South Tyneside Council

"A wonderful night enjoyed by all! Very strong commitment from us for continued support"

Catherine Kearney, University of Teesside

Headline Sponsorship (or joint sponsorship with non-competitive organisation)

Cost: £12,000 plus VAT

Sponsor benefits:

- Sub-regional launch events (June / July)
 - Opportunity to speak at major sub regional launch events (venues to be agreed)
 - Company exposure at smaller launch events
 - Company logo on high profile display on main screen and any promotional/event materials produced
 - Company logo on table signage
 - Opportunity to distribute marketing material or promotional gift to attendees (at major launch events).
- Awards Ceremony
 - Opportunity to deliver 2-minute pre-dinner address or post-dinner speech
 - Photo opportunity with Award winners
 - Company logo with primary profile on main screen, promotional materials, Awards programme
 - Full page advertisement within Awards programme
 - Exhibition space provided
 - Acknowledgement throughout the ceremony by host
 - Opportunity to place a corporate gift at each place setting
 - 1 table for 12 guests (worth £900 + VAT)
 - Company name and logo on table signage
 - Prime table location guaranteed.
- Company logo on **all** Awards literature and website
 - Logo and link on Awards section of WIN website (www.womenintothetnetwork.co.uk)
 - Nomination flyers (10,000 including all WIN members + circulation to potential nominees, support agencies, banks, member organisations etc)
 - Adverts, flyers & running orders for Awards and related events
 - Awards tickets received by each attendee
 - Order of proceedings & shortlist brochure (for each attendee)
 - Screen presentation (main and additional screens)
 - Certificates to category winners and all shortlisted nominees.
- Media Coverage
 - Coverage via local press / radio in association with launch events and Awards ceremony
 - Logo and profile on Women Into the Network website (www.womenintothetnetwork.co.uk)
 - Coverage via partner/stakeholder/member websites, newsletters and business journals
 - Logo and profile in Women Into the Network monthly online newsletter (circulation 4,000)
 - Post Awards profile – winners and sponsors featured in post awards supplement in The Journal newspaper (120,000 readers) to be confirmed.
- Dedicated email sent on your behalf to all WIN members post-Awards to congratulate winners, deliver your key messages, and encourage more entrants for next year's Awards.

Award Category Sponsorship

Cost: £4,000 plus VAT (per category)

Sponsor benefits:

- Sub-regional launch events (June / July)
 - Company logo on display on main screen & all promotional/event materials
 - Exhibition space provided.
- Awards Ceremony
 - Responsibility to shortlist sponsored category nominations and participation in final judging day
 - Opportunity to present your Award on stage
 - Photo opportunity with Award winner
 - Company logo displayed on main screen, promotional materials, Awards programme
 - Exhibition space provided
 - Opportunity to place a corporate gift at each place setting
 - 2 free tickets (each worth £75 + VAT) and advance reservation available for up to 10 guests
 - Opportunity to have company name and logo on table signage (additional sponsorship, please ask for details).
- Company logo on **all** Awards literature and website
 - Logo and link on Awards section of WIN website (www.womenintothetnetwork.co.uk)
 - Nomination flyers (10,000 including all WIN members + circulation to potential nominees, support agencies, banks, member organisations etc)
 - Adverts, flyers & running orders for Awards and related events
 - Awards tickets received by each attendee
 - Order of proceedings & shortlist brochure (for each attendee)
 - Screen presentation (main and additional screens)
 - Certificate to category winner and shortlisted nominees
 - Logo inscription on Award trophy
 - Company logo/acknowledgement on Awards DVD.
- Media Coverage
 - Coverage via local press / radio in association with launch events and Awards ceremony
 - Logo and profile on Women Into the Network website (www.womenintothetnetwork.co.uk)
 - Coverage via partner/stakeholder/member websites, newsletters and business journals
 - Logo and profile in Women Into the Network monthly online newsletter (circulation 4,000)
 - Post Awards profile – winners and sponsors featured in post awards supplement in The Journal newspaper (120,000 readers) to be confirmed.

The Categories:

- **The Susan Dobson Award for Entrepreneurship**
- **Young Entrepreneur of the Year**
- **Best New Business**
- **Best Small Business**
- **Best Creative Business**
- **Best Social Enterprise**
- **Best Home-based Business**
- **Best use of Technology**
- **Best Rural Business**
- **Best Retail Business**
- **Best Women's Network**
- **Best Woman in International Business**

AV Sponsorship (sound, lighting & projection)

Cost: £4,500 plus VAT (or supply in kind)

Sponsor benefits:

- Sub-regional launch events (June / July)
 - Company logo on display on main screen & promotional/event materials.
- Awards Ceremony
 - Company logo displayed on all screens, promotional materials, Awards programme
 - Company logo/acknowledgement on Awards DVD
 - Advance reservation of tickets.
- Company logo on **all** Awards literature and website (excluding nomination flyer)
 - Logo, and link on Awards section of WIN website (www.womenintothetnetwork.co.uk)
 - Awards tickets received by each attendee
 - Order of proceedings & shortlist brochure (for each attendee)
 - Screen presentation (main and additional screens).
- Media Coverage
 - Association with Awards via local press/radio; websites, newsletters and business journals
 - Logo and profile on main Women Into the Network website (www.womenintothetnetwork.co.uk)
 - Joint sponsor of Women Into the Network monthly online newsletter (circulation 4,000 +) to include logo and website link (one edition at an agreed date).

Print Sponsorship

Cost: £2,000 plus VAT (or supply in kind)

Sponsor benefits:

- Sub-regional launch events (June / July)
 - Company logo on display on main screen & promotional/event materials.
- Awards Ceremony
 - Company logo displayed on all screens, promotional materials, Awards programme
 - Advance reservation of tickets.
- Company logo on **all** Awards literature and website
 - Logo, and link on Awards section of WIN website (www.womenintothetnetwork.co.uk)
 - Nomination flyers (10,000 including all WIN members + circulation to potential nominees, support agencies, banks, member organisations etc)
 - Awards tickets received by each attendee
 - Order of proceedings & shortlist brochure (for each attendee)
 - Screen presentation.
- Media Coverage
 - Association with Awards via local press/radio; websites, newsletters and business journals
 - Logo and profile on main Women Into the Network website (www.womenintothetnetwork.co.uk)
 - Joint sponsor of Women Into the Network monthly online newsletter (circulation 4,000 +) to include logo and website link (one edition at an agreed date).

Welcome Drinks Sponsorship

Cost: £3,000 plus VAT

Sponsor benefits:

- Awards Ceremony
 - Company logo included on main screen and Awards programme
 - Banner/pop up stand on display next to drinks reception
 - Advance reservation of tickets.
- Company logo on **selected** Awards literature and website
 - Logo, and link on Awards section of WIN website (www.womenintothetnetwork.co.uk)
 - Order of proceedings & shortlist brochure (for each attendee)
 - Screen presentation.
- Media Coverage
 - Logo and profile on main Women Into the Network website (www.womenintothetnetwork.co.uk)
 - Joint sponsor of Women Into the Network monthly online newsletter (circulation 4,000 +) to include logo and website link (one edition at an agreed date).

Launch Event Sponsorship

Cost: £2,000 plus VAT (per launch event)

Sponsor benefits:

- Sub-regional launch events (June / July)
 - Company logo on display on main screen & all promotional/event materials
 - Company logo on attendee badges and lists of attendees
 - Company logo on table signage (alongside main sponsors)
 - Exhibition space provided
 - Dedicated email sent on your behalf to all attendees of launch, encouraging them to enter and delivering your key messages.
- Awards Ceremony
 - Advance reservation of tickets.
- Media Coverage
 - Logo and profile on main Women Into the Network website (www.womenintothetnetwork.co.uk)
 - Acknowledgement in Women Into the Network monthly online newsletter (circulation 4,000+).

Don't miss your opportunity to support the 2011 WIN Awards – making a real contribution to individuals, businesses and our region's economy:

"The whole evening was, as ever, wonderfully organised and a huge credit to WIN. Thank you for the fantastic way in which WIN continues to raise the profile of female entrepreneurs across the region – and beyond."

Gill Burgess, Director, r//evolution marketing ltd

"I am still thrilled about my achievement in the final of the Awards! I would like to thank WIN for giving me this opportunity and for such a fantastic evening. It is amazing how far the Awards are known across the world! In fact, a few days after the shortlisting, I received a message from a US organisation congratulating me on my success in being shortlisted."

Stefania De Angelis Williams, Williams Language Solutions

"Well done for organising a fantastic evening. I was so inspired by all who entered the Awards - it made me feel proud to me amongst such ambitious and dedicated women."

Nicola Skinner, Owner, Clever Clogs Nursery

The winners were inspiring and deserved as they had achieved so much which has enthused us to keep going onto bigger and better things. This was our first event and hopefully there will be many more to come, including putting ourselves forward."

Lorraine Hollis and Nikki Harkin, Inner Dynamics Coaching

