

# Sub36

LANCASHIRE **BUSINESSVIEW**



**Sub36 is a showcase of Lancashire's most influential, innovative and inspiring young men and women in business.**

## The 2020 Awards **Sponsorship Pack**

[sub36.co.uk](http://sub36.co.uk)

@LBVSub36

#Sub36

## About Sub36



The Sub36 awards celebrate the young entrepreneurial, professional and business talent that the Lancashire region has to offer! **It rewards those aged under 36 who are setting the pace in business.**

It's a celebration of the success of those beginning to carve their careers, moving up the ranks or already at the top of their game, using their youthful vision to bring ideas that positively disrupt their sectors.

Sub36 is back for 2020 with a series of webinars and online networking events for the next generation of Lancashire leaders culminating in the annual awards event in October.

### **Why should I sponsor?**

Sub36 2020 is not just an event - it's a campaign that champions the county's young talent, promoting the forward-thinking businesses that support this vital initiative.

Sponsorship offers the opportunity for you to be involved in the awards plus the series of

networking events which run throughout the year, ahead of the awards.

Promote your brand in association with one of the 14 award categories or via a number of different options available for sponsorship.

### **New for 2020:**

#### **Online events have replaced the usual networking events**

As our current events programme is on hold we will bring the Sub36 network together online for our Sub36 socials. The first proved popular and we've added an extra date for July meaning we'll run four instead of the usual three until August when awards entries close.

# About Sub36

## Marketing

We'll be increasing our marketing of the awards both in print and online via our own channels and through our key partners.

## New categories

As the awards have grown in popularity over the last few years we have introduced the following new categories to encourage entries from businesses that may not currently get involved:

- Made in Lancashire Award
- Go Green Award
- Commitment to Skills Award

## Special coronavirus category - Sub36 Hero

In addition to the above we have also introduced a way to celebrate young people that have risen to the challenges that coronavirus has brought to businesses. We will celebrate this on the night with our new 'Sub36 hero' - nominations welcome.

## New nomination form

Each year we ask employers and key contacts to nominate their star young employees and this year we've made this even easier with a dedicated form on the website where employers, colleagues, and contacts can nominate people directly for the awards. We feel this is a great addition to further increase entries.

## Remote judging

Judging is planned for 23 September. We have now put measures in place to run this remotely. This is possible without changing the interview format at all with our panels meeting all finalists who will present then answer questions. In addition we'll be running an extra sponsor online event prior to judging to allow all sponsors to meet and connect with one another.

## Virtual awards

Even though the live awards event will not be going ahead, we'll still be celebrating! We plan to run a virtual awards event on 22 October and will follow this up with a virtual winners reception a few weeks later as per the usual awards programme. In addition we will be holding a digital roundtable for sponsors and selected winners which will be covered in print and online.

## Lancashire Business View awards review

We'll be increasing the awards review in print from four to six pages to give further coverage. We will also create a dedicated digital awards supplement to be shared across all of our digital channels.





## How are the awards judged?

Entry submission for the awards is via online entry forms on our dedicated awards platform. Candidates can register for an account and work on their entries in draft form until ready to submit.

The entry forms are then validated and pre-scored by our judges who will determine our list of finalists for each category.

Each finalist will then be interviewed before winners are decided and announced on Thursday 22 October.

As a sponsor you will be invited to join the judging panel of senior business figures to decide who is worthy of winning.

As a Sub36 judge you will be given the chance to meet and forge relationships with fellow judges and category nominees through online sessions.

## Key Dates\*

### Awards Launch

at the first Sub36 Social in May 2020

### Deadline for all entries

Friday 28 August 2020

### Initial pre-judging / validation

Tuesday 8 September 2020

### Finalists Announced

Friday 11 September 2020

### Sponsor Session

Monday 21 September 2020

### Judging Day

Wednesday 23 September 2020

### Sub36 Awards

Thursday 22 October 2020

### Winner's Reception

Wednesday 4 November 2020

\*subject to change

# The Marketing Campaign

**The Sub36 awards will utilise the strong marketing platforms of Lancashire Business View for extensive promotion** through Lancashire Business View magazine, its website, email bulletins, social media, PR and through partner channels.

## Lancashire Business View Magazine

(50,000 readers online and in print)

- Launch of awards with call to action - May/June edition
- Entry drive - July/August edition
- Preview to awards - Sep/Oct edition
- Awards review - Nov/Dec edition

## Website

- Sub36.co.uk live now
- Site relaunched in May 2020 for the launch of the awards to feature prominent sponsor branding

## Twitter

- @LBVSub36 live now
- Hashtag #Sub36

## E-Mail

(10,000 subscribers)

- Awards launch – Wednesday 13 May
- Reminder / push for entries - May - August
- Final push for entries - August
- Shortlist announced - Friday 11 September
- Post-event review - Friday 23 October

## Sponsors Marketing Pack

All sponsors will receive a full marketing pack to support the campaign which will include branded materials such as emails, flyers, press release templates, and logos.

## Online Networking

- Launch at Sub36 networking event - 13 May
- Three further Networking events
  - June, July and August
- Meet fellow judges on the judges' networking session - Monday 21 September 2020
- Meet with judges, sponsors and finalists on the judging day - Wednesday 23 September
- The virtual awards ceremony - Thursday 22 October
- Post-event drinks reception - Wednesday 4 November

## Awards Brochure

A virtual awards brochure will be available to all guests on the night.

## PR

A full PR campaign including press releases before and after the awards will take place. The Sub36 awards will utilise the strong marketing platforms of Lancashire Business View for extensive promotion through Lancashire Business View magazine, its website, email bulletins, social media PR and through partner channels.



# Social Media Partner

£3500 +VAT

## In Advance

- Sub36 Awards Twitter powered by 'THE SPONSOR' in prominent position at [www.sub36.co.uk](http://www.sub36.co.uk) (with direct link back to your site)
- In the @LBVSub36 twitter profile (until March 2020)
- Sponsor status on all event marketing materials
- Logo / credit on all Sub36 Awards adverts in Lancashire Business View
- Logo / credit on event microsite with link to homepage
- Logo / credit on all Sub36 Awards email marketing to 10,000 subscribers
- An opportunity to join the virtual judging panels
- Mentions in regular posts on all of LBV's popular social media platforms
- Inclusion / credit in news releases

## On The Night

- Branding on Twitter Walls at the virtual ceremony
- A full page advert in the digital awards programme shared before the event
- Credit / thank you in MC script during the event

## After The Event

- Logo in the round-up bulletin sent to the LBV database the day after the event
- Logo on each page of the Lancashire Business View awards supplement
- The opportunity to attend a virtual follow-up event for sponsors and winners
- Inclusion / credit in news releases produced in relation to the event



# Award Category Package

£1950 +VAT

## In Advance

- Award category sponsor status on all event marketing materials
- Logo / credit on all Sub36 Awards adverts in Lancashire Business View
- Logo / credit on event microsite with link to home page
- Logo / credit on all Sub36 Awards e-mail marketing mail shots to the Lancashire Business View subscriber database
- An opportunity to join the judging panels for the awards competition
- Mentions in regular posts on all of LBV's popular social media platforms
- Inclusion / credit in news releases produced in relation to the event

## On The Night

- Sponsorship of an award on the evening and the opportunity to present this award. This will be filmed prior to the night
- A branded page in the digital awards programme shared before the event plus half page advert
- Logo credit and branding on awards presentation materials on screen at the event
- Credit / thank you in MC script on the evening at the event

## After The Event

- Logo in the round-up bulletin sent to the LBV database the day after the event
- Logo on each page of the Lancashire Business View awards supplement
- The opportunity to attend a virtual follow-up event for sponsors and winners
- Inclusion / credit in news releases produced in relation to the event
- The opportunity to mentor one of the Sub36 2020 winners



## The Categories

**Apprentice Award**

**Creative Award**

**Commitment to Skills Award** NEW

**Customer Champion Award**

**Employee of the Year Award**

**Entrepreneur of the Year Award**

**Go Green Award** NEW

**Innovator Award**

**Lancastrian of the Year Award**

**Leader Award**

**Made in Lancashire Award** NEW

**New Business Award**

**Professional Award**

**Sub36 Hero Award**



**Enter Now**  
[sub36.co.uk](http://sub36.co.uk)

For more information on Sub36 2020 please contact Stephen Bolton.

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