

LEEDS SPORTS AWARDS

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Leeds City College



THURSDAY 15TH MARCH 2012
CENTENARY PAVILION, ELLAND ROAD

SPONSORSHIP OPPORTUNITIES

In Association with:

www.leedssportsawards.co.uk



LEEDS SPORTS AWARDS HISTORY

The Leeds Sports Awards

The Leeds Sports Awards were initiated in 2003 and have been held each year since. Promoted by the Leeds Sport Federation in conjunction with Sport Leeds and Leeds City Council, this most prestigious event celebrates the enormous sporting talent and achievement by Leeds' athletes in a wide range of sports.

The awards recognise:

- Individuals voluntary long term commitment and service to sport
- World Class coaches working in Leeds
- Up and coming athletes at junior level and established senior athletes, many of whom have performed with distinction at Olympic, Paralympic, World and European levels.

Previous winners include the Brownlee brothers (Triathlon), Claire O'Hara (Canoeing), Rebecca Gallantree (Diving), Lizzie Armistead (Cycling) and Paralympians David Stone (Cycling) and Hannah Cockroft (Wheelchair Sprinting).

There are both individual and team awards, with one of the highlights of the evening Lifetime Achievement in Sport award.

Eminent performers such as Howard Clark (Ryder Cup Golf) Sir Ian McGeechan (British Lions Rugby) and Jason Robinson (dual code Rugby international and World Cup winner) have received this accolade.



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LEEDS SPORTS AWARDS ABOUT

The Leeds Sports Awards

Building on the success of previous years, the 9th annual Leeds Sports Awards will be held at a new venue and we expect to attract even more people to the event.

Sport Leeds is delighted to announce the 2011 Awards:
Thursday 15th March
Centenary Pavilion, Elland Rd

It is anticipated that many Leeds athletes will represent GB at the 2012 Olympic and Paralympic Games in London later this year. Many of these individuals will have performed with distinction in their sports in 2011 and the evening will recognise and celebrate their successes. Our aspiration is to deliver an outstanding celebration of sport in Leeds, recognising both individual and team successes in the last year, and setting the scene for even greater success in this Olympic year.

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LEEDS SPORTS AWARDS AUDIENCE

Event Audience

The annual Leeds Sports Awards bring together a whole host of iconic figures and community leaders from the sporting world.

Last year's event, hosted by Roger Greenwood was overflowing with raw sporting talent and a strong eagerness to support the fantastic cause.

Following an official welcome by the Lord Mayor of Leeds, Cllr James McKenna, tributes to sporting excellence were lead by Leeds United boss Simon Grayson, which the Whites boss said were "fine recognition" of "fantastic achievements" in 2010.

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The Opportunity

It is with great excitement that we announce that this year's bash will be held at a brand new venue in Leeds, adding to the already booming suspense of the event. This year's awards will be held on Thursday 15th March 2012 at Centenary Pavilion, Elland Road.

The City of Leeds is home to four, well-known professional clubs, all of which have extensive community sports development programs. The city is also home to two brilliant universities and over 1000 voluntary sports clubs.

This year's event is hoping to really raise the bar in terms of recognition and profile and in keeping with the Olympic year, we feel there really is no better time to get involved.

Our aspiration is to deliver an outstanding celebration of sport for the City of Leeds, rewarding both individual and group successes achieved and hosting an event bigger than any previous year, building upon its well-established and outstanding tradition. We have the full

commitment of the professional clubs and entertaining up to 300 people, almost double the numbers who have attended the awards in previous years. The publicity we are set to gain is expansive, meaning it is the perfect opportunity for your company to get involved and celebrate Sport in Leeds.

There are a number of sponsorship opportunities available detailed in the following pages.

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PACKAGES AVAILABLE

Category Supporters

- 4 categories available to sponsor
 - Young Achiever – U18's (5 awards) **SPONSOR CONFIRMED**
 - Senior Achiever – Over 18's (5 awards)
 - Professional Achiever (4 awards)
 - Exceptional Achiever (3 awards)

Dedicated event website

- Presence on supporters section of website with contact details and hyperlink to supporters website – subject to website build
- Coverage across social media channels.

Event programme

- Full page, full colour ad
- Category supporter logo on supporters page, with 25-word summary about organisations activity and contact details
- Category supporters logo in event programme.

Event branding

- Space for Category supporters logo on 4 pop-up banners in high traffic areas
- Category supporters logo on each category presentation slide
- Category supporters logo on category award certificates

Event presence

- VIP drinks reception.
- 5 event tickets for 3 course meal

Post event

- Provision of data for all attendees
- Coverage in event review press release.

Sponsorship investment

£2,000

Event Partner / Media Partner

- Dedicated event website
- Presence on website with hyperlink to partner website
- Half page full colour ad event programme
- Partner logo on sponsors page
- Partner logo on single pop-up banner in high traffic area
- 4 event tickets for 3 course meal

Sponsorship investment

£1,000

Event Programme Advert

Full colour ad in event programme, excluding design.

£400 full page

£250 half page

Event tickets!

Individual ticket, including 3 course meal **£45**

Table of 10, including 3 course meal **£450**

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CONTACT

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