SPONSOR PACK

LEEDS SPORTS AWARDS

Title Sponsor

LEEDSBID

THURSDAY 1ST MARCH

first direct arena

BE PART OF IT

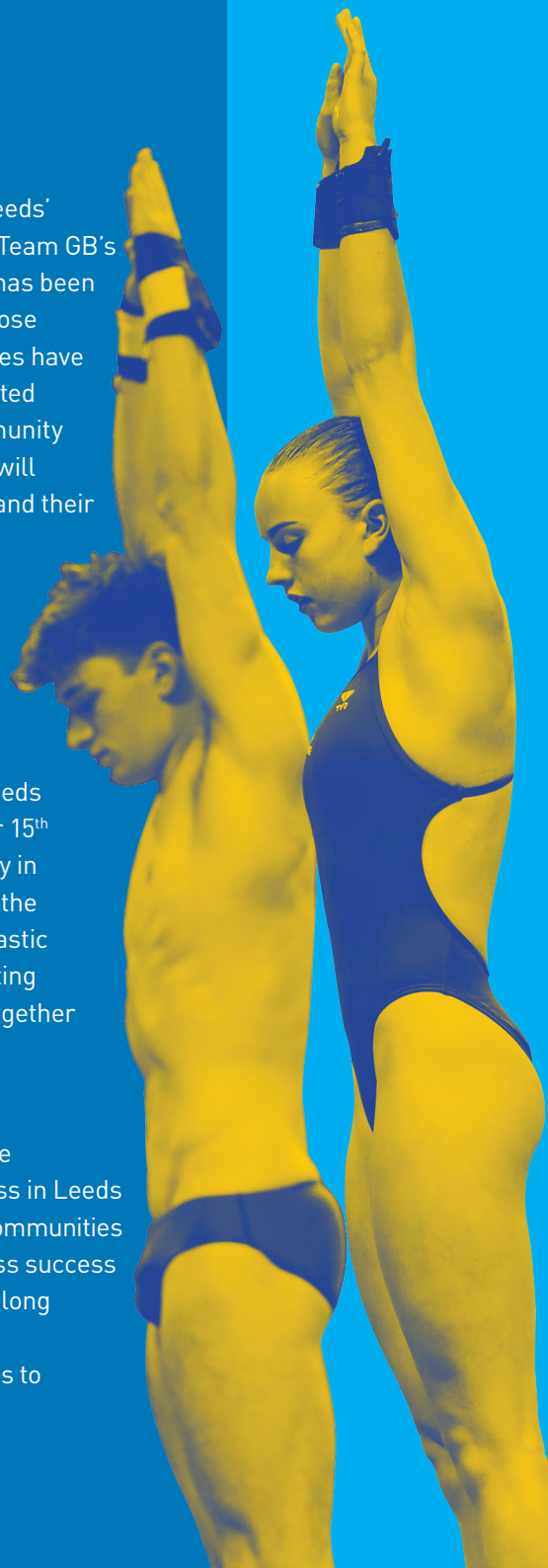
A CELEBRATION 15 YEARS IN THE MAKING

TAKE A GLIMPSE AT THE 2017 EVENT

After an incredible 2017 awards where Leeds' athletes played an integral part of one of Team GB's best Olympic results ever, the challenge has been to see how sport in Leeds could match those achievements. But this year, Leeds athletes have continued to excel; from our most decorated Olympians down to our grass roots community athletes. The 2018 Leeds Sports Awards will showcase our city's sporting superstars and their achievements over the past year; from the FINA Diving World Series to the World Gymnastics Championships and everything in between.

As well as commemorating another fantastic year of sport for the city, 2018 is an important milestone for us at the Leeds Sports Awards, as we are celebrating our 15th anniversary since the inaugural ceremony in 2003. We are delighted to be returning to the iconic first direct arena again after a fantastic debut there last year, bringing local sporting heroes, VIP guests and event sponsors together with our sporting and business partners from across the city.

In the past 15 years, we have grown in size and stature alongside the sporting success in Leeds as grass roots investment into our local communities has nurtured young talent into world-class success stories. We hope to continue to be there along the way for the next 15 years as sporting success both on and off the field continues to thrive in Leeds.



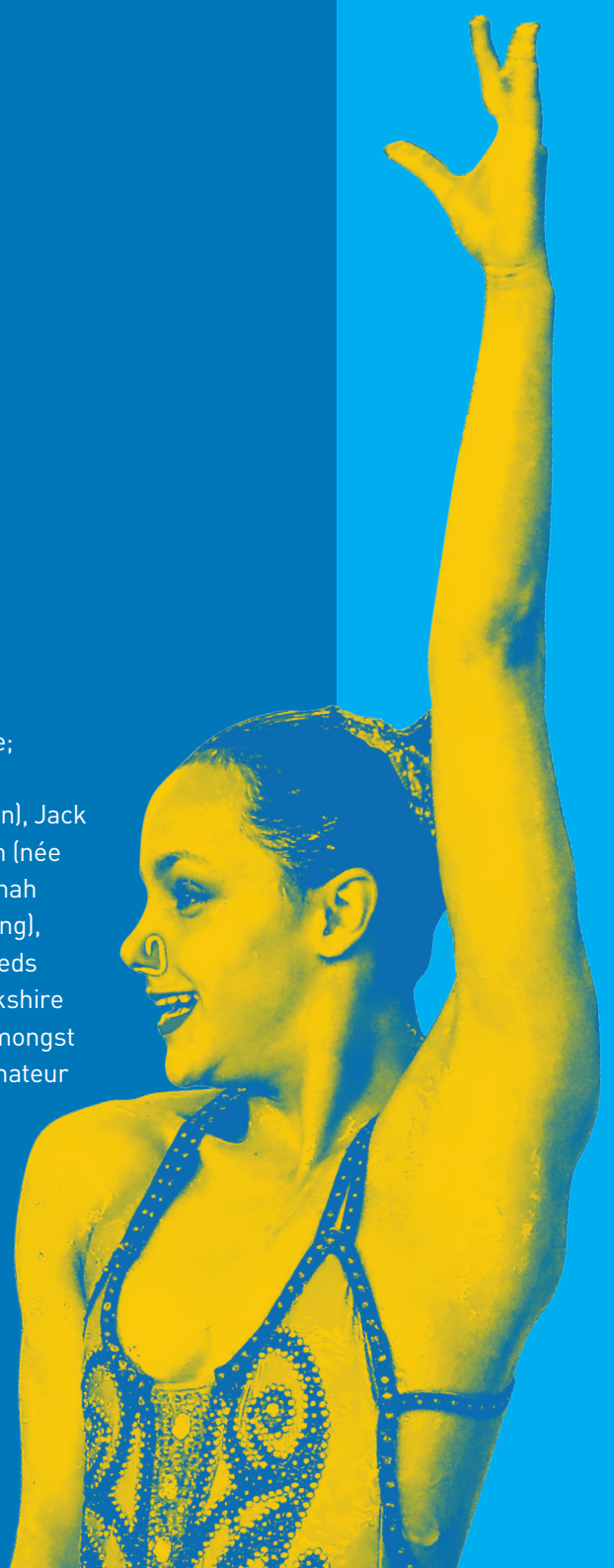
LEEDS SPORTS HEROES

The stories of sporting success have elevated Leeds' sporting superstars into the national spotlight. From Joe Root captaining England to test series victories against South Africa and West Indies, Leeds Rhinos challenging for the title in another stellar Super League season, to Nicola Adams fortifying her undisputed status as the world flyweight champion, Leeds' entourage of sporting wealth is an inspiration to us all. Leeds' sporting heroes are not only those athletes who strive and achieve but also the support network they have in the coaches and volunteers who are with them every step of the way.

Leeds Sports Awards recognises not only the elite athletes but also the continuous spirit and dedication of our coaches and volunteers who throw their support and motivation behind our sportspersons, cementing Leeds as the renowned sporting hub it is today.

Previous award winners include; Nicola Adams OBE (Boxing), the Brownlee brothers (Triathlon), Jack Laugher (Diving), Lizzie Deignan (née Armistead) (Road Cycling), Hannah Cockroft MBE (Wheelchair Racing), City of Leeds Diving (Diving), Leeds Rhinos (Rugby League) and Yorkshire County Cricket Club (Cricket) amongst many other professional and amateur athletes, teams, volunteers, coaches and more.

With our partners' support, Leeds Sports Awards can continue to shine the spotlight on upcoming and future achievers, alongside cherishing those who have already succeeded.



FIRST DIRECT ARENA

RETURNING FOR OUR BIGGEST YEAR YET

Last year, the first direct arena hosted our event for the first time, providing a fitting spectacle for a prestigious year in sport for Leeds. With our 15th year of the awards promising to be a grand celebratory occasion, we are thrilled to be returning to this landmark venue for another year. Voted at the Stadium Business Awards as the Best New Venue in the World in 2014, the arena's iconic stature amongst the Leeds skyline reflects how much the Leeds Sports Awards has developed and grown over the past 15 years.

@SPORTLEEDS HAD
2,420
ENGAGEMENTS ON EVENT DAY

MEDIA COVERAGE

The event received fantastic coverage up to and including the evening itself, with support from **Yorkshire Evening Post**, **BBC Radio Leeds** and **Made in Leeds** to name just a few.

MADE IN LEEDS
BBC LEEDS
YORKSHIRE Evening Post

EXPOSURE

Each year the Leeds Sports Awards receives more coverage locally and digitally, with a record number of online and email interactions, local TV coverage and a huge range of local press.

ENGAGEMENT WITH OVER 9,000 PEOPLE

657 TWITTER MENTIONS

500K EMAIL IMPRESSIONS

TITLE SPONSOR

SUPPORTED BY

LEEDSBID

WE'RE DELIGHTED TO ANNOUNCE THAT LeedsBID WILL BE JOINING US FOR THE SECOND YEAR RUNNING AS TITLE SPONSOR FOR 2018.

LeedsBID is a business-led, not for profit organisation voted for by the city's businesses and endorsed by the public sector. A multi-sector BID, it represents over 1,000 businesses throughout the city centre districts of LS1 and LS2.

LeedsBID is the largest UK Business Improvement District outside of London.

We're excited to have LeedsBID back on board and look forward to working together to make it the best year yet.

"In 2017 we were thrilled to be the Title Sponsor for the Leeds Sports Awards. It was an incredible evening, celebrating Leeds as a fantastic city for sport. We can't wait for 2018."

Andrew Cooper, Chief Executive

Gymnast Nile Wilson with LeedsBID Ambassadors

CATEGORY SPONSOR 2018

CATEGORY SPONSORSHIP INVESTMENT £6,000

THERE ARE 2 CATEGORIES AVAILABLE TO SPONSOR

- YOUNG ACHIEVER U18S AWARDS
- SENIOR ACHIEVER OVER 18s AWARDS

DESIGNATION

- Official Category Awards Sponsor at the Leeds Sports Awards 2018 with the opportunity to use the official Leeds Sports Awards identity.

ONLINE

- Presence on sponsors' section of website with contact details and hyperlink to sponsor's website.
- Coverage across social media channels.
- Coverage in e-bulletins to event database.

EVENT PROGRAMME

- Full page, full colour ad.
- Category sponsor's logo in event programme.
- Category sponsor's logo on the sponsors' page, with a summary about the organisation's activity and contact details.

EVENT BRANDING

- High visibility with category sponsor's logo across pre-event communications, venue branding and venue dressing.
- Category sponsor logo on respective category presentation slides.
- Category sponsor logo on respective category award certificates.
- Opportunity for pop-up banners to be displayed if requested.
- Supply of event assets for PR.
- Branding on digital screens across the venue.

EVENT PRESENCE

- Five VIP drinks reception invites.
- Prime location table of 10 for three course meal and award ceremony.
- Opportunity to present category awards at ceremony.
- Opportunity to purchase additional event tickets with 25% discount.

ADDITIONAL OPTIONS

- Opportunity to conduct experiential activity within the venue.

BESPOKE REQUIREMENTS

- Sport Leeds will try to accommodate any additional, bespoke requirements in relation to the sponsorship.
- Support of Leeds Sports Awards creative and event management partner, Banana Kick.

CATEGORY SPONSORSHIP INVESTMENT £6,000

AWARD SPONSOR 2018

AWARD SPONSOR INVESTMENT £3,000

THIS YEAR THERE IS AN OPPORTUNITY TO SPONSOR AN AWARD WITHIN THE SPECIAL CONTRIBUTION CATEGORY.

THE FOLLOWING AWARDS CAN BE SPONSORED:

Student sport (Available) | Coach participation (Available) | Sports volunteer (Available)
Service to PE and School Sport (Available) | Outstanding Service to Sport (Available) | Club team performance (Secured by University of Leeds)

AWARD SPONSOR INVESTMENT £3,000

DESIGNATION

- Award sponsor.

ONLINE

- Branding on the award page of the website with link to sponsor's website.
- Inclusion on social media in relation to the award.
- Sponsorship announcement on the awards e-bulletin.

EVENT PROGRAMME

- Half page ad in the event programme.
- Logo with sponsor information.

EVENT BRANDING

- Logo included on all event branding – digital screens and POS.
- Strong branding on the individual awards presentation slide.
- Logo on the award certificates.
- Opportunity for additional sponsor branding at the venue.

EVENT PRESENCE

- Representative on stage to present the award.
- Photo with the award winner.
- 5 places at the awards.
- 5 places at the VIP reception.
- Opportunity to buy additional tickets at a 10% discount.

VIP DRINKS RECEPTION SPONSOR

VIP DRINKS RECEPTION INVESTMENT £5,000

DESIGNATION

- Official sponsor of the Leeds Sports Awards VIP Drinks Reception with opportunity to use the official Leeds Sports Awards identity.
- Lead branding in VIP drinks reception to be held in the Black and White lounge of the first direct arena.
- 10 VIP drinks reception invites.
- VIP drinks reception attended by Lord Mayor of Leeds, leading city councillors, event sponsors, and senior members from both our sporting and business partners across the city.

ONLINE

- Presence on sponsors' section of website with contact details and hyperlink to sponsor's website.
- Coverage across social media channels.
- Coverage in e-bulletins to event database.

EVENT BRANDING

- Full page, full colour ad in event programme.
- Sponsor logo on sponsors' page, with a summary about the organisation's activity and contact details in the event programme.

EVENT PRESENCE

- Table of ten for three course meal and award ceremony.
- Opportunity to purchase further event tickets with a 25% discount.

VIP DRINKS RECEPTION INVESTMENT £5,000

LEEDS SPORTS AWARDS

Title Sponsor

LEEDSBID

CONTACT

For sponsorship enquiries please contact Gary McCall

Email: gary@bananakick.com

Tel: 0113 245 8689

TICKETS NOW ON SALE*

Join a host of high profile attendees at the most glamorous event on the Leeds sporting calendar. Get your tickets now from **firstdirectarena.com**

CHAMPION INDIVIDUAL TICKET:

£66 inc VAT

PREMIER INDIVIDUAL TICKET:

£78 inc VAT

CHAMPION TABLE OF 10:

£660 inc VAT

PREMIER TABLE OF 10:

£780 inc VAT

(For group bookings and any further event information, please email **leedssportsawards@bananakick.com**)

CITY SPORTS CLUB MEMBERS:

£45 inc VAT
Concession rates available for Under 16s upon request **£35**
(Additional online booking fees apply)

EVENT PROGRAMME ADVERT

Full colour advert in event programme, excluding design:

£400 full page
£250 half page