



ECDC – The Green Award

Category Sponsor Pack

2024

About the Awards

There are so many reasons why we should all be proud to live and work in Ely and the surrounding villages; we have some of the most amazing people who live here, who work here and who make it one of the greatest cities – no wonder Ely gets voted so many times in the top 10 places to live!

The Team at Ely Hero Awards, made up of Naomi Sherwood from Xpert Resourcing and Luke Smith from Studio Nova in Ely want to honour those people and celebrate how amazing they truly are. We want to shine a light on those heroes in our community who are the most compassionate, determined, honourable, kind, supportive, brave - the real unsung heroes of Ely, an inspiration to us all. Our awards will highlight and celebrate these individuals within our community.

Maybe you know someone who is an incredibly kind neighbour who goes above and beyond for you personally or your neighbourhood, a dedicated, tireless care-worker? Maybe you have the greatest parent, teacher, dentist or doctor – we want to know about these heroes!

There are 10 different award categories for you to nominate someone – they can be of any age, any walk of life, the only stipulation is they are to be inspiring to others and they must live or work within Ely and the surrounding villages within a 10-mile radius of the city.

We ask to you nominate someone you know that fits into any of these categories and tell us why the deserve the converted title in that Local Hero category.

Our judging panel will carefully consider each nomination and a shortlist of 3 finalists will be drawn up with the winner being announced at a very special “Ely Hero Award Ceremony” to be held at The Maltings on **Friday 6th September 2024 at The Maltings in Ely**

Following the enormous successes over the last 7 years, we are very proud to offer you the very exciting opportunity to be a Sponsor of Ely Hero Awards 2024. The awards would not be possible without the incredible support from the local businesses, of which the Ely Heroes Team are very appreciative of. In exchange for your very generous sponsorship, you are offered the benefits as listed;

Cost £500.00

- 1. Media Coverage from Ely Standard for approximately 6 – 8 weeks** to include coverage of the launch party and the award ceremony, photographs, company logo exposure. There will be a minimum of 2 pages for launch event coverage, approx. 12 pages in print to advertise the awards and an 8-page post event supplement. The newspaper will provide online banners and all copies of print will be shared online via the various social media platforms.
- 2. Ely Magazine Coverage**
The magazine will be placing a minimum full-page editorial feature to cover the event pre and post.
- 3. Sponsor Listing on the Local Hero Awards Website and Social Media**
Your company logo will be listed on the Ely Hero Awards Website www.elyheroawards.org and will be advertised on the social media platforms which include Facebook, Twitter and Instagram. (@elyheroes)
- 4. Full page Editorial Feature in the Event Programme**
Full page in the souvenir programme circulates at the ceremony to include photograph, logo and text in the A5 programme which will appear next to the category and finalist details.
- 5. Company logo on Display Posters**
Posters and postcards are circulated across the City and business sponsors are encouraged to display these within their business. Individual company logos will be placed on the A4 poster
- 6. Invitation to Private Launch Party**
You will receive an exclusive invitation to the launch party. Sponsors, judges, organisers and last year's winners will be invited to this event. Up to 4 tickets can be issued to your company, these are available for staff members only. The Launch Party will take place on **TBA (approx. March) in the Writing Room of The Poets House Hotel, Ely**
- 7. Invitation to Award Ceremony**
You will receive 2 invitations for your company to attend the award ceremony. Nominees of each category will be shortlisted with the winner being announced at Ely's Local Hero Award Ceremony held at **The Maltings Friday 6th September at 6.30pm**. Arrival drinks, and refreshments will be provided. Should extra tickets become available, you will be offered these at a discounted rate of £40 each.
- 8. Opportunity to Promote your Business at the Ceremony**
On the evening of the ceremony you will have the opportunity to display any roller banners in the Orsay Lounge in the Maltings along with any literature.

9. Personal Welcome and Introduction at the Ceremony

You will receive a personal welcome and introduction for your company and guests on the evening at the ceremony from the M.C

10. Company Name engraved on the Category Trophy

Each category winner will be presented with a trophy which will be engraved with the category and your company name.

11. Donation to local Charities

As the Ely Hero Awards is non-profit making, surplus funds will be donated to a local nominated charity (TBC). You will be invited to the presentation of this charity which will be covered by the Ely Standard and will feature in print and online.

12. Usage of Ely Hero Awards Logo

You will be supplied with the awards logo for you to utilise to show your support of the awards.

13. Printed Roadside Banners

There will be printed roadside banners being display in various locations around the city to promote and encourage nominations.