



**Lancashire**  
Tourism Awards  
— 2021 —

# Sponsorship and Partnership Opportunities 2021

Marketing  
**Lancashire**

#LTA21

# Lancashire Tourism Awards

Celebrating Tourism Excellence  
in Lancashire's **£4.4 Billion**  
visitor economy

**#LTA21**

# Welcome

The Lancashire Tourism Awards 2021 will be a very special event for the sector and for Marketing Lancashire. We have never been prouder of our partners and the county's tourism and hospitality businesses, than we have over the last seventeen months or so.

Facing the challenges, uncertainty and genuine hardship brought by the pandemic, the sector has shown remarkable resilience, proved its ability to redefine itself and has adapted to some of the most testing restrictions on 'normal' operations seen in most lifetimes.

What has shone through during this period is truly reflective of the Lancashire character, approaching each challenge in practical, innovative and often surprisingly good-humoured ways.

The Lancashire Tourism Awards 2021 will be a celebration of that redefining, of that spirited Lancashire character and of course the future of this incredible sector; in particular, recognising those colleagues who are leading the way on our journey towards a stronger, more accessible and sustainable Lancashire tourism offer.

As we have throughout the pandemic, Marketing Lancashire will continue to champion Lancashire tourism and hospitality businesses locally, nationally and internationally. Today, by launching the Lancashire Tourism Awards 2021 competition, we take a significant step towards a return to 'normality' and to celebrating together that we are Lancashire.

**Rachel McQueen**  
Chief Executive

**#LTA21**



When?  
**2 February 2022**

Where?  
**L'Orangerie, Stanley House**

Who will be there?  
**Guests include the very best of Lancashire tourism businesses and those who partner and work alongside the sector.**

**“Sponsoring the Lancashire Tourism Awards was the best marketing decision we made and has led to many new and productive introductions and relationships for us. The Awards night itself was a superbly executed event that any sponsor would feel proud to be associated with.”**

Huddle Media, category sponsor

# Why Partner with the Lancashire Tourism Awards?

We have varying sponsorship packages depending on your budget and each package offers you the opportunity to get your brand in front of an ever increasing audience.

Lancashire Tourism Awards has media exposure which is growing year on year. 2019 highlights:

 **#LTA19 generated a potential reach of 18 million through social media channels**

 **500,000 circulation via media coverage**

 **20k page views on the website**

**#LTA21**



**Dedicated awards website** featuring your company logo and profile



**Networking** with finalists and other businesses on the awards night



**Print media coverage** specific to the awards in 2019 had a circulation of 500,000



**Social Networks** via awards specific communications which last year had a potential reach of over 18 million people



**Communications to over 600 Visit Lancashire Partners** from leisure businesses across Lancashire including food & drink, cultural venues, visitor attractions, accommodation providers and many more



Marketing Lancashire's **wider network of partners and businesses**



**Branding Opportunities** at the judging days, on the Tourism Awards website and in the event programme



**E-Shots to 4,000 business contacts** at all key stages from awards launch to post-event activities covering 6 months

# Promoting the awards **and our sponsors**

The Lancashire Tourism Awards will be promoted through Marketing Lancashire's dedicated channels and our partners across all available media including print, social, email and web.

**4,000**  
B2B email  
subscribers



**170,000**  
monthly unique  
web visitors



**90,000**  
social media  
followers



**#LTA21**

# Important **Dates**

**Finalists announced** Thursday 18 November 2021

---

**Judging panel** (winners selection) Monday 6 December 2021  
& Tuesday 7 December 2021

---

**Event** 2 February 2022

---



**#LTA21**

# How will the awards be **judged**?

An application form will be completed by each entrant and submitted online. All applications will be checked by Marketing Lancashire for eligibility, against the required criteria for each category. Accommodation and food categories will also be visited. Each shortlisted business will be invited to an interview with a judging panel to discuss their application further.

As a sponsor you may be asked to join the judging panel alongside other industry professionals, giving you the opportunity to meet the finalists and fellow judges and forge potentially valuable relationships.

**“We are pleased to be shortlisted in recognition of all the hard work we put in to running our business. Well done on organising a great event.”**

Fredericks Ice Cream, past finalist

**#LTA21**



# Headline sponsor



## Pre event

- Headline sponsor status on all event marketing materials
- Full page feature on event microsite with link to your home page
- Logo/credit on all communications regarding the awards
- Inclusion/credit in news releases produced in relation to the event and associated social media activity
- A Q&A feature with your company on marketinglancashire.com

## At the event

- Opportunity to present your choice of award
- A branded page in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- A complimentary VIP table of ten tickets for the event including dinner and wine
- Credit/thank you in guest presenter's script at the event

## Post event

- Inclusion/credit in news releases produced in relation to the event
- Inclusion/credit in the post event newsletter
- A photographic souvenir of the event

**“What a team you are! Your passion, commitment and enthusiasm for your role shone through, you make me proud to be part of the wider Lancashire team and to work with you all so closely – Wonderful!”**

Wyre Borough Council, Guest

**#LTA21**



# Host sponsor

## Pre event

- Welcome page within the main sponsorship pack
- Host sponsor status on all event marketing materials
- Full page feature on event website with link to your home page
- Logo/credit on all communications regarding the awards
- Inclusion/credit in news releases produced in relation to the event and associated social media activity
- A Q&A feature with your company on [marketinglancashire.com](http://marketinglancashire.com)

## At the event

- Opportunity to feature in the event's introductions and welcome
- Opportunity to present your choice of award
- A branded page in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- A complimentary VIP table of ten tickets for the event including dinner and wine
- Credit/thank you in guest presenter's script at the event

## Post event

- Inclusion/credit in news releases produced in relation to the event
- Inclusion/credit in the post event newsletter
- A photographic souvenir of the event



**“Well done on what was clearly a cracking event...the venue and speaker were 10/10, and rated the food ‘out of this world’. Just to say thank you for supporting us. You’re a pleasure to deal with.”**

Dewlay Cheesemakers, sponsor

**#LTA21**

# Entertainment sponsor £3,000 + VAT



## Pre event

- Entertainment sponsor status on all event marketing materials
- Online feature on Lancashiretourismawards.com with link to your home page
- Logo/credit on all communications regarding the awards

## At the event

- A branded page in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- Four complimentary tickets for the event
- Credit/thank you in guest presenter's script at the event

## Post event

- Inclusion/credit in news releases produced in relation to the event
- Inclusion/credit in the post event newsletter
- A photographic souvenir of the event

**“Thank you for putting together a truly wonderful evening, everything from the sound and light to the food and entertainment had clearly been planned meticulously and delivered flawlessly.”**

St Annes Beach Huts, past winner

**#LTA21**



# Award Category sponsor £2,000 + VAT



## Pre event

- Named as category sponsor on all event marketing materials
- Profile and logo on Lancshiretourismawards.com with link to your home page
- Logo on all Lancashire Tourism Awards email marketing
- Opportunity to join a judging panel for the awards
- Credit in news releases produced in relation to the event and associated social media activity
- Opportunity to display pop up stand and literature in applicants waiting area on judging days

## At the event

- Sponsorship of the award on the evening and the opportunity to present this award
- Profile of your business in the awards programme distributed to all guests at the event
- Opportunity to take a half page advert in the awards programme at exclusive rate of £150
- Logo credit and branding on awards presentation materials on AV screens at the event
- Two complimentary tickets for the event - additional tickets may be purchased
- Credit/thank you in guest presenter's script at the event

## Post event

- Inclusion/credit in the post event newsletter
- A photographic souvenir of your presentation of the award



**“Another fantastic awards! Our fifth year sponsoring and it just gets better every year. A great celebration of the truly great hospitality industry right here on our doorstep and a great opportunity for us to meet and develop business relationships with the people behind it all.”**

Total Foodservice, category sponsor

**#LTA21**

# Media Partnership

£3,000 of rate card value  
plus editorial support

## Pre event

- Named as media partner on event marketing materials
- Logo on Lancashiretourismawards.com with link to your home page
- Logo on all Lancashire Tourism Awards email marketing
- Opportunity to join the judging panels for the awards
- Credit in news releases produced in relation to the event and associated social media activity
- Opportunity to display pop up stand and literature in applicants waiting area on judging days

## At the event

- A half page advertisement in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- Four complimentary tickets for the event
- Credit/thank you in guest presenter's script at the event

## Post event

- Inclusion/credit in the post event newsletter
- A photographic souvenir of your presentation of the award



**“It was great to be part of the event and we very much look forward to working with you in the future. Lancashire is a major focus for us both commercially and for our brands and we are proud to be able to show our commitment to you and your event.”**

Heart Radio, category sponsor

**#LTA21**



# 2021 Categories

## Small Visitor Attraction Award \*

This award recognises all Lancashire visitor attractions with less than 75,000 visitors per annum or less than 10 full time equivalent members of staff. Attractions will be judged on the overall quality of the experience they provide.

## Large Visitor Attraction Award \*

This award recognises all Lancashire visitor attractions with more than 75,000 visitors per annum or more than 10 full time equivalent members of staff. Attractions will be judged on the overall quality of the experience they provide

## Lancashire Perfect Stay Award \*

This award recognises all style of Lancashire serviced accommodation with less than 30 bedrooms including town house, country house hotel, metro hotel, boutique accommodation, B&B and guest house. The accommodation must offer a breakfast element to the stay.

## Lancashire Large Hotel Award \*

This award recognises all style of Lancashire hotel with 30 + bedrooms including town house, country house hotel and metro hotel. The hotel must offer a minimum service of reception, bar, dinner and breakfast. Hotels will be judged on the overall quality of the experience they provide.

## Self-Catering Holiday Award \*

This award recognises all types of Lancashire self-catering accommodation providers including serviced apartments, cottages and flats. Businesses will be judged on the overall quality of the experience they provide.

## Camping, Glamping & Holiday Park Award \*

This award recognises all types of Lancashire holiday village/park accommodation providers including holiday parks, touring parks, glamping, yurts and tepee sites. Businesses will be judged on the overall quality of the experience they provide.

## Unsung Hero Award \*

Recognises an individual working for a tourism business who excels in their role and deserves to be applauded for their work and commitment to the industry.

## Lancashire Restaurant Award\*

This award aims to reward Lancashire food service businesses that offer excellence and innovation within the visitor economy including bistros, hotel restaurants, gastro pubs etc. This will be judged within the context and style of the business, focused on promotion, support and presentation of Lancashire produce. The winner will be the flagship business for the Taste Lancashire food and drink campaign in the year to come.

## Resilience and Innovation Award \*

Recognising businesses within the tourism industry who have demonstrated innovation, resilience and adaptation, along with support for their local communities, during the COVID-19 pandemic.



#LTA21

\*Winners of these categories will have the opportunity to progress to the VisitEngland Awards for Excellence 2021/22 (subject to meeting criteria).

# 2021 Categories continued

## **New Tourism Business Award \***

This award recognises new Lancashire tourism businesses which have been trading for a minimum of six months and a maximum of two years. The judges will be looking for high performing, new businesses with an understanding of the marketplace they operate and the opportunities for continued success and development.

## **Experience Award \***

This award recognises exceptional tourism experiences in Lancashire. The experience will include a visitor participation element, for example a heritage tour, sporting activity, cookery class or educational experience etc. The experience could be marketed to any size of group of visitors. The judges will be looking for quality visitor experiences that provide something unique or inspiring.

## **Wedding Venue Award**

This award acknowledges the huge importance and potential of the wedding market to the Lancashire visitor economy. Special attention will be given to those demonstrating an innovative approach to the traditional wedding experience, who have developed new market opportunities or to those who have adapted, upgraded or created new facilities linked to this specific market.

## **Dog Friendly Award**

This award recognises tourism business which encourage and welcome visits/stays by dogs and their owners. Judges will be looking for innovation and creativity in this market. Only businesses that have been trading for a minimum of two years will qualify. Tourism businesses may include hotels, self-catering accommodation, guest accommodation, holiday parks, visitor attractions, pubs/inns and cafés/tearooms.

## **Ethical, Responsible & Sustainable Tourism Award \***

This award has been designed to reward Lancashire tourism businesses who can illustrate their excellence and commitment to sustainability best practice. Tourism businesses may include hotels, self-catering accommodation, guest accommodation, holiday parks, visitor attractions, pubs/inns and cafés/tearooms.

## **Cultural Venue/Organisation Award**

This award recognises cultural venues/organisations that operate within the Lancashire visitor economy. Applicants will include museums, galleries, heritage sites and arts spaces that offer a genuine insight into Lancashire culture and can demonstrate their appeal to visitors/audiences from across the county and beyond.

## **Accessible and Inclusive Tourism Award \***

This award is for Lancashire tourism businesses that provide inclusive tourism experiences for all visitors, particularly disabled people and others with physical and sensory access needs such as older people, where even a small change could have made a real impact on the wider visitor experience. Tourism businesses may include hotels, self-catering accommodation, guest accommodation, holiday parks, visitor attractions, pubs/inns and cafés/tearooms.



**#LTA21**

# Contact

For sponsorship enquiries please contact

Vikki Harris

[vikki@marketinglancashire.com](mailto:vikki@marketinglancashire.com)

07867 662 531

[www.lancashiretourismawards.com](http://www.lancashiretourismawards.com)

**Lancashire**  
Tourism Awards  
— 2021 —

**#LTA21**

# Marketing Lancashire



**Best** UK Food Pub  
**Best** UK Tourism Pub  
**Best** UK Inn  
**AA** Hotel of the Year



Food and drink  
sector is worth  
**£735 million** to the  
Lancashire economy



Home to the UK's  
favourite seaside resort -  
**Blackpool**



**60,000+** people  
employed in Lancashire's  
visitor economy valued at  
**£4.25 billion**



Morecambe Bay  
Shrimp under  
**Royal Warrant**  
since 1867



The Forest of Bowland  
and Arnsdale & Silverdale;  
**Areas of Outstanding  
Natural Beauty**