

2017 Swansea Bay Tourism Awards

Information for Sponsors



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Swansea Bay Tourism Awards 2017

The largest award ceremony for tourism, leisure and hospitality businesses in Wales

The City & County of Swansea and Tourism Swansea Bay are proud to be jointly hosting the 2017 Swansea Bay Tourism Awards.

Tourism is a vitally important industry for Swansea Bay generating hundreds of millions of pounds in the economy, securing thousands of jobs and, with the recent announcement of the City Deal and city centre regeneration plans, is set to grow from strength to strength over the coming years.

The Awards, being held for the 7th time, bring together the best of the tourism industry in Swansea Bay to celebrate achievements and look forward to a prosperous future.

They have grown since they started in 2006 to become one of the most anticipated events for the tourism industry to attend. In 2014, over 1,500 entries were received and 450 attended the award ceremony dinner.

Industry representatives will once again gather in the Brangwyn on 9th November when the Awards will be handed out, covering a range of categories from 'Best Large Hotel' to 'Best Tourism Ambassador' and 'Best Wedding Experience'.

The Awards will receive significant media attention locally and regionally in the run up to, during and following the ceremony.

We are delighted to offer you an opportunity to be part of this prestigious event with our sponsorship packages.

Tourism worth £400M to local economy

Why sponsor the Swansea Bay Tourism Awards?

- Corporate identity and brand awareness
- High visibility within the tourism, leisure and hospitality industry
- Target marketing
- Networking opportunities
- PR benefits

Key Dates for the Swansea Bay Tourism Awards 2017

21st July – 8th Sept	Categories open for entries / nominations
8th Sept	Entries / nominations close
6th Oct	Finalists announced
9th Nov	Swansea Bay Tourism Awards evening dinner and winners announced



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Swansea Bay Tourism Awards 2017

Headline sponsorship includes:

- Company name and logo integrated on all relevant marketing material
- Logo on main screen during award ceremony
- Full page advert in the programme
- Exhibition space at the Award Ceremony
- Compere to announce sponsor on the evening
- Opportunity to be on the judging panel
- Category of your choice
- VIP Table for 10 at the Awards Ceremony
- Recognition on all post event information
- Company name on website with hyperlinks to your site
- Social media recognition
- Advertisement in Tourism Swansea Bay monthly newsletter for 4 months
- Opportunity to speak at a Tourism Swansea Bay event
- Advertorial in one of the Council's Tourism Team monthly trade e-newsletters (400 contacts)

.....  4.6M visitors to Swansea Bay

Category sponsorship includes:

- Company name and logo on all relevant category marketing material
- Company name and logo on screen during category announcement
- Company representative to present the award on the evening
- Company logo on programme on the evening
- Exhibition space at the Award Ceremony
- Compere to announce sponsor on the evening
- Tickets for the Award Ceremony
- Recognition on all post category information
- Social media recognition
- Company name on website with hyperlink to your site

.....  Tourism supports 5.7K jobs



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There are 17 categories to choose from and a business can be entered for more than one category.

Best place to stay

- Best Large Hotel
- Best Small Hotel or Restaurant With Rooms (Accommodation section)
- Best Guest House or B & B
- Best Self Catering Accommodation
- Best Accommodation Agency
- Best Caravan & Campsite – including Glamping & Bunkhouse

Places to eat & drink

- Taste of Swansea Bay
 - Best Restaurant & Bistro
 - Best Café & Tea Rooms
 - Best Pub Grub
- Best Pub or Bar

Things to do

- Best Activity or Attraction
- Best Festival & Events
- Best Wedding Experience

Dedication & inspiration

- Best New Or Renewed Business
- Best Dog Friendly Tourism Business
- Best Tourism Ambassadors
 - Individual
 - Team

If you are interested in finding out more about the sponsorship packages, please contact:

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