



Sponsor Pack



Celebrate Excellence

#DEMA2019

www.DorsetEthnicMinorityAwards.org.uk



• *Celebrating Excellence* •

Dorset Ethnic Minority Association is a pioneering community organisation in the honouring, celebration and showcasing positive contributions to the Dorset Community by the Ethnic Minorities within Dorset.

Every year, the Dorset Ethnic minority Awards will seek to recognise, celebrate and showcase, the positive contributions and success stories of role models within the Ethnic Minority Community.

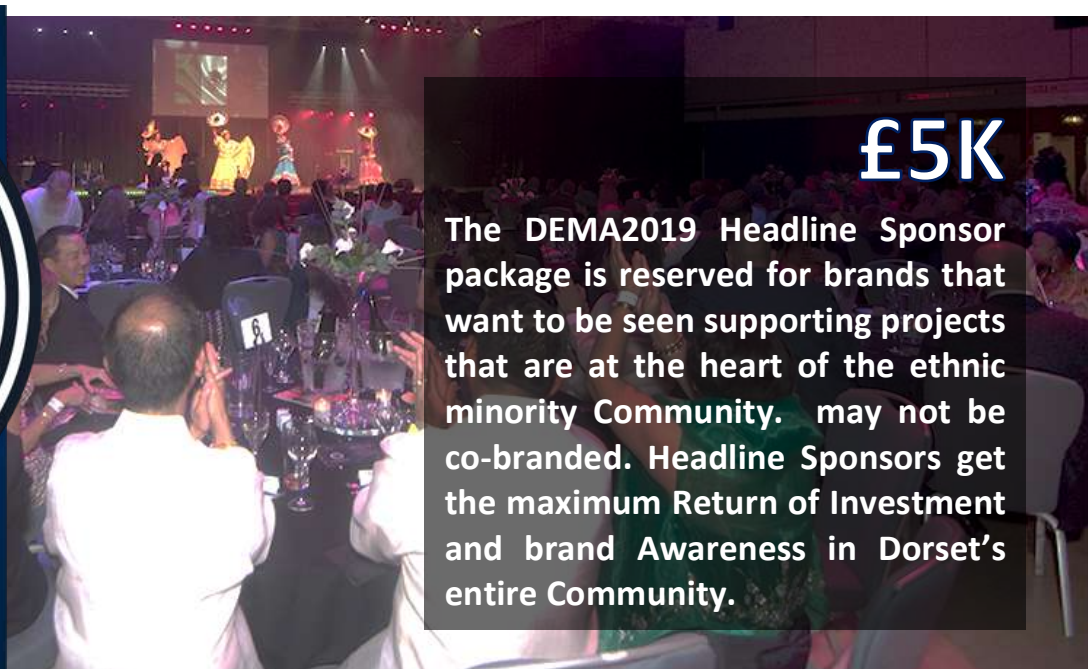
Following a stringent public consultation, voting and Jury verification process successful candidates will be showcased and Awards presented to category winners at a 5-star Awards Ceremony and Cultural Showcase.

These awards aim to recognise and showcase those businesses, groups and individuals who have demonstrated a real passion and achieved success in the Dorset community.

As a Brand, the Dorset Ethnic Minority Awards would love to engage with Local businesses and individuals in generating greater connections within the Ethnic Minority communities and the greater community of Dorset.

As such we welcome individuals and businesses who would be interested in supporting / Sponsoring or exhibiting at the 2019 Dorset Ethnic Minority Awards.

Detailed in this Sponsor pack are the different types of support and Sponsorship opportunities which your brand can take advantage of and benefit from.



£5K

The DEMA2019 Headline Sponsor package is reserved for brands that want to be seen supporting projects that are at the heart of the ethnic minority Community. may not be co-branded. Headline Sponsors get the maximum Return of Investment and brand Awareness in Dorset's entire Community.

A fantastic opportunity to Improve and publicise your CSR strategy by recognising and supporting ethnic minorities in business, community and academia. Be seen to be actively involved with the Dorset Ethnic Minority Community in celebrating success. Raise Brand Awareness using traditional and social media and generate ROI through the acquisition of new clients and business. This is the perfect package for brands that want throughout the entire Road to #DEMA2019 including DEMA Nominee Reception Event, Online Media, Merchandise and the Awards Ceremony and Cultural Showcase Event.

As our Headline sponsor you will be entitled to the following benefits:

- Your Brand will be advertised on all DEMA media
- Brand naming rights for the year.
- 10 VIP tickets to the Awards Ceremony,
- Perennial Adverts on screens during event.
- Constant mention of your brand, by the Host,
- Your Brand on all our media backdrops.
- All Social media photos will bear your logo
- All Video /DVD and radio programs will play your brand advert at least 3 times
- Your logo on the DEMA homepage as well as the partners and sponsors section.
- Inclusion of your logo on all our corporate social responsibility activities
- Up -to 6 x Pullup banners at the venue.
- Brand adverts in goodie bags.
- Full Page Advert on the DEMA Magazine Brochure
- Present up to 3 Awards at the Awards Ceremony.
- Continued Advertising Pre-event, during and Post -event.



£3K



The #DEMA2019 Corporate Sponsor package is perfect for brands who want maximum exposure without spending a fortune. The Corporate Sponsor package is designed to be a shared partnership between (up-to) three brands. These brands will each get a fantastic opportunity to Improve and publicise their CSR strategy by recognising and supporting ethnic minorities in celebrating and showcasing positive contributions to community by their peers in business, sport and academia.

This is the perfect platform for brands to actively support and endorse Diversity.

Brands who take advantage and sign up-to be a Corporate Sponsor will receive the following benefits:

- Brand Advertising on all DEMA media
- 6 VIP tickets to the Awards Ceremony,
- Periodic adverts on screens during event.
- Bran mention by the Host at the Nominee Reception Event and Awards Ceremony,
- Brand Presentation at the Nominee Reception Event and Awards Ceremony.
- Your Brand on all media backdrops.
- All Social media photos will bear your logo
- Any merchandise will bear your logo.
- Your logo on the DEMA homepage with live links to your website
- Your logo on the partners and sponsors section.
- Inclusion of your logo on all our corporate social responsibility activities
- Up to 3 Pullup banners at #DEMA2019 venues.

Raise Brand Awareness using traditional WOM and social media and generate return of Investment through the acquisition of new clients and business. This is the perfect package for brands that want advertising and increased brand awareness throughout the entire Road to DEMA 2019 including DEMA Nominee Reception Event, Online Media, Merchandise and the Awards Ceremony and Cultural Showcase Event.

Get in touch with the DEMA2019 Partnerships Team for full details

£1250

A circular graphic with a gold border. Inside, there is a blue trophy icon at the top, followed by the text "Award Sponsor" in a bold, blue, sans-serif font. The background of the circle shows a blurred image of several glass award trophies on a stage.

**Award
Sponsor**

By sponsoring an Award category, you establish a visible link to the entire Ethnic Minority Community and the greater community of Dorset. By sponsoring a category award, you actively display a passion and commitment to excellence. Over the next 10 months, your brand will get continued advertising and brand awareness.

Some of the sponsor benefits include:

- Presenting the Award your brand is sponsoring. (your logo /brand name will be displayed prominently during this period.
- 4 Complimentary VIP tickets to the Awards Ceremony.
- Periodical Adverts on screens during the event.
- Brand mention by the Host at the Awards Ceremony
- Your Brand /Logo on the Selected Award
- A link to your website on our homepage



Sponsorship is a great way of reaching people working in the sector as well as the wider business community right across the UK. That's why we pay very close attention to making sponsorship good value for all of our supporters.

A principal benefit is that it associates your organisation with an event that is successful, creative, dynamic, well established and greatly respected.

Sponsorship opportunities are limited, and we do expect them to prove popular so if you would like to get involved

Contact #DEMA2019 Partnerships Team

Partnerships@DorsetEthnicMinorityAwards.org.uk



What is the value of sponsoring the #DEMA2019

Make your marketing budget work much harder and last a whole lot longer. Just by sponsoring the 2019 Dorset Ethnic Minority Awards you open up ten months of marketing and PR activity via our website, social media, email marketing, social media and then at the actual awards show itself, where you and your guests will enjoy the DEMA Red Carpet Experience, the Hall of fame, cultural entertainment and the #DEMA 2019 Awards Ceremony.

Your modest investment via sponsorship will suddenly give you the opportunity to meet new key influencers while reinforcing your thought leadership positioning and aligning your brand with success and excellence. Let DEMA tell your story and turn the spotlight on you.

Bespoke Sponsorship Packages

At DEMA, we understand that sponsors are an essential part of any successful event and we are very keen to create partnerships that provide real benefits to the sponsors, so if none of the packages aforementioned achieve your aims and/or you have any other ideas then, get in touch with one of our team and we'll be happy to chat.

Contact #DEMA2019 Partnerships Team

Your contact is : _____ Phone : _____

Email: _____@DorsetEthnicMinorityAwards.org.uk

[www. DorsetEthnicMinorityAwards.org.uk](http://www.DorsetEthnicMinorityAwards.org.uk)



Red Carpet Sponsor

£350

This package is designed for Small to medium sized businesses who would like to have their logo displayed on the Red-Carpet Experience Backdrop. In addition, your brand will also benefit as follows:

- Digital Advertising on Social media platforms
- Free entry in to related DEMA Events on the Road to #DEMA2019
- Your logo on the DEMA website with live links to your website
- Your logo on the Red-Carpet partners and sponsors section.
- Inclusion of your logo on our flyers and posters
- You may put up to 1 Pullup banner in the venue foyer area.

Magazine packages:

£150

This is a full colour Magazine, to be given to all guests that attend #DEMA2019. Adverts can be colour or monochrome.

- A5 Single Page magazine

Benefits include:

1 x Complimentary Ticket to the Awards Ceremony.

Increased brand awareness.

Contact the #DEMA2019 Partnerships Team for full details and how you and your brand can be a part of Celebration of Excellence on

075 076 96048



Other Sponsor Packages

We have a range of other sponsor package which are designed to highlight your business. These include:

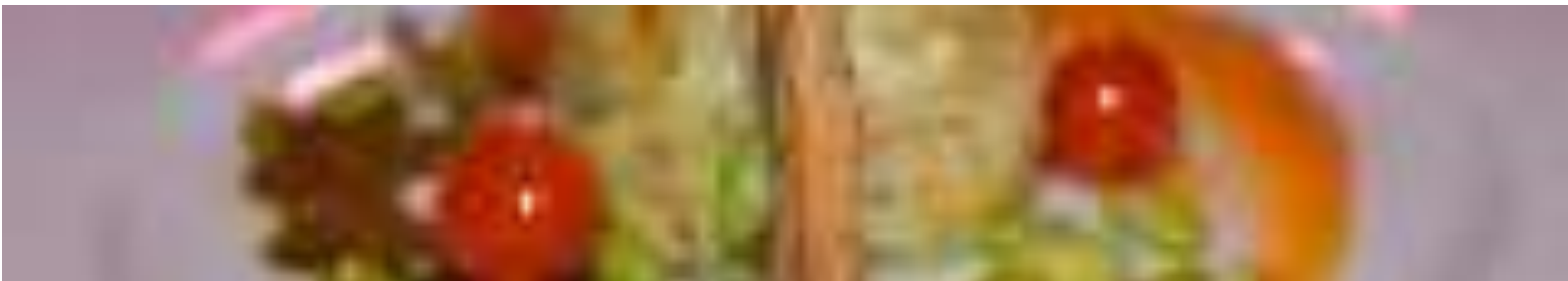
Menu Sponsor



This package is designed for businesses who would like to advertise culinary, hospitality and or décor products through customer experience.

You brand will also benefit as follows:

- Corporate branding displayed predominantly in the Awards Ceremony Menu and table placements.
 - Opportunity to display promotional literature and corporate branding throughout the Awards Ceremony
- Corporate branding and web link carried on www.dorsetethnicminorityawards.org.uk/sponsors
 - Corporate branding during the event on visual screens
 - Corporate branding on table menus.
 - You may put up to 1 Pullup banner in the venue foyer area.



Other sponsor packages:

- Drinks Sponsor
- Menu Sponsor
- Event Sponsor
- Hall of Fame Sponsor.

**Contact the #DEMA2019
Partnerships Team for full details
and how you and your brand can
be a part of Celebration of
Excellence**

