



The
**Scottish Charity
Awards 2018**
14 June • EICC, Edinburgh

Become a
SPONSOR

SCVO would like to invite you to sponsor an award at the 2018 Scottish Charity Awards which will take place on Thursday 14 June at the EICC, Edinburgh. The Scottish Charity Awards are the highlight of the third sector calendar each year.

2017

Headline
stats

149 applications

38 were shortlisted

426 attended on the night

1.5m audience reached by media coverage through 71 news stories

13,950 public votes received in the People's Choice award

6 motions raised in the Scottish Parliament congratulating our winners and finalists

2017

Social media

Twitter

Trending in Glasgow and Edinburgh with **625** tweets on the night

1,916 tweets sent using #ScotCharityAwards reaching
1.25m people

288 retweets of SCVO's #ScotCharityAwards tweets

784 favourites of SCVO's #ScotCharityAwards tweets

Website

47,047 Scottish Charity Awards webpage views

Facebook

34,125 reach

1,955 clicks

1,575 engagement

2,511 people reached by photos and posts from the night

2018

Awards
categories

Cracking Campaign sponsored by SGN

Charity Champion

Leading Light

Terrific Trustee sponsored by OSCR

Pioneering Project

Celebrating Communities

Demonstrating Digital sponsored by
Digital Scotland

People's Choice sponsored by CAF

Charity of the Year sponsored by
Keegan and Pennykid (Insurance Brokers) Ltd.

2018 Sponsor package

Main package

- Table of ten at awards and a representative from your company to sit at the VIP table
- Representative from your company may join the awards judging panel
- The opportunity to present the award at the dinner, company name also engraved on the award
- Acknowledged as award sponsor in Third Force News in pre and post awards features
- A free advert in the Third Force News awards evening special congratulating the winner in your category
- Acknowledged in all media related marketing and press-releases
- Your logo and acknowledged as award sponsor in the evening brochure given to all 500 guests
- Your logo on all PowerPoint slides played throughout the dinner and evening
- Your logo on our Twitter wall which has become a key part of the awards ceremony
- The opportunity to have banner stands at the dinner
- Your logo on all awards adverts in Third Force News, approx 24 in the run up to the awards
- Your logo on all marketing and promotional emails to our 1,800 members, various networks and awards supporters, approx. 6 to an audience of over 20,000
- Your logo, acknowledgement and links to your own website on various pages of the Scottish Charity Awards website

Other sponsorship opportunities include

Evening Brochure
Twitterwall

Ring **Alex Thomson** on **0131 474 6150** or email **alex.thomson@scvo.org.uk** to discuss your sponsorship of the Scottish Charity Awards 2018.

