

Sponsorship opportunities

for the national celebration of the achievements of organisations and individuals in Scotland's voluntary sector

The
Scottish Charity Awards 2020

Friday 12 June
ElCC, Edinburgh



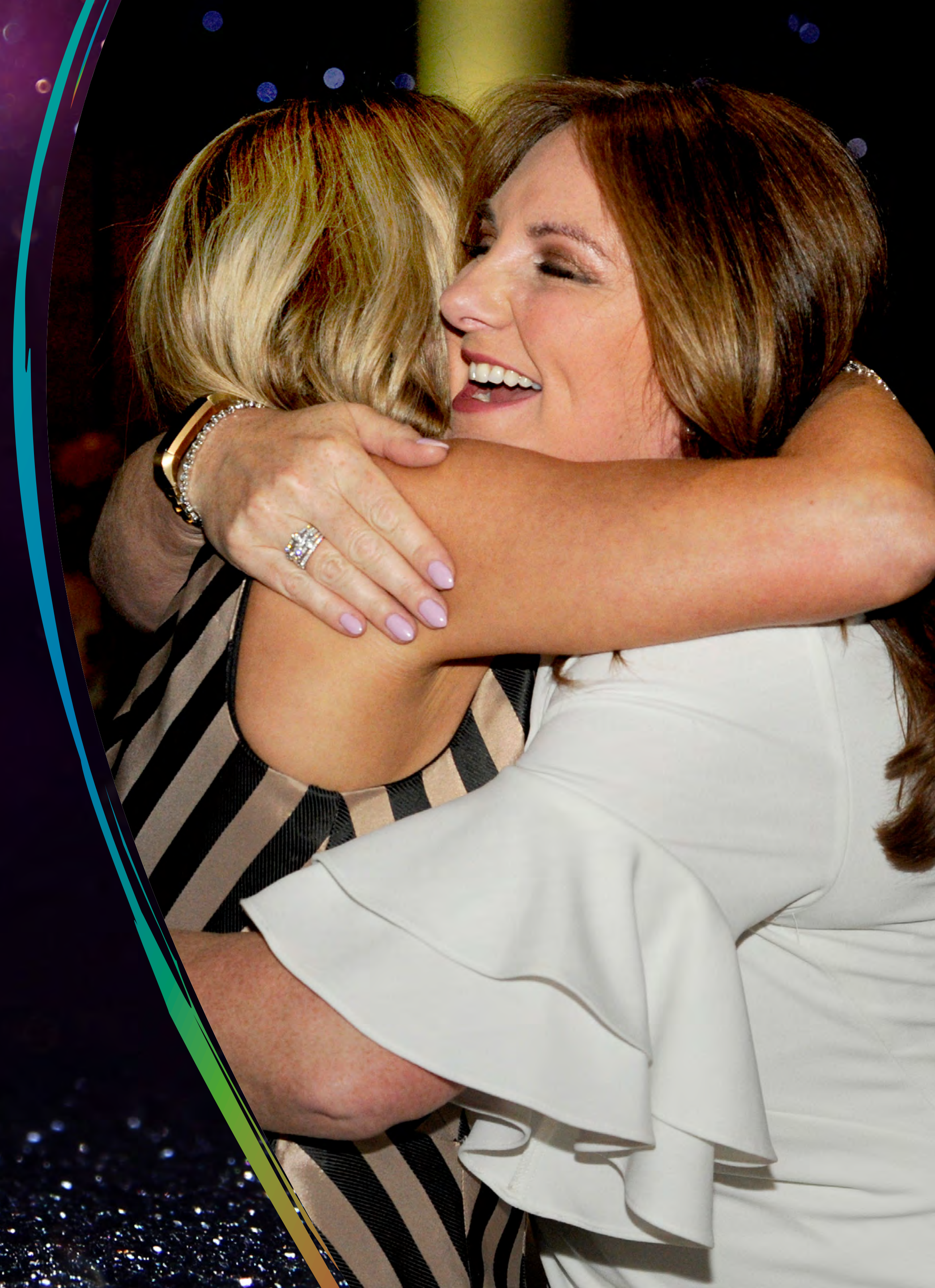
“ Many thanks to you and your team for a marvellous, memorable night and for all the assistance you have given us with the process. I would also like to extend my thanks to the Judging panel for the recognition they have given to us. ”

Finalist and winner

Celebrate with us

The Scottish Charity Awards, now in their 14th year, provide an opportunity to celebrate the very best of Scotland's voluntary sector at a national level. The awards recognise and celebrate the truly inspiring people and organisations making a life changing difference in communities all over the country.

By sponsoring and supporting our awards, your company could be promoted to over 30,000 people at a national and international level, via a range of marketing, press and social media activity. You will also gain an insight into the innovation, talent and commitment people in Scotland's voluntary sector demonstrate day in and day out – and to top it off, you'll get to be part of a truly amazing awards ceremony and celebration!





2019 headline stats...

It's a global & social occasion

44

organisations, individuals and campaigns were shortlisted

500+

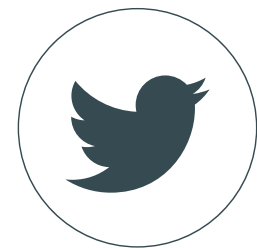
people attended on the night

34,810

votes were cast from 46 countries over a two week period for the People's Choice Award

Media coverage reached a potential audience of over

3 million



Twitter

#ScotCharityAwards

trended on Twitter in both Glasgow and Edinburgh

3,410 tweets

were sent using #ScotCharityAwards over a three month period

364 accounts

retweeted our #ScotCharityAwards posts in June

14,330,130 impressions

were gained on social media with tweets using #ScotCharityAwards

977 accounts

liked our #ScotCharityAwards posts in June

Top influencers using #ScotCharityAwards

1. Nicola Sturgeon 2. Scotrail 3. Ian Rankin 4. Mental Health Foundation 5. University of Glasgow



Facebook

In three months we had

39,672 reach

2,794 clicks

and

1,873 engagements

on our #ScotCharityAwards posts



Website

176,041

total page views on scvo.org.uk/charityawards



What's in store for 2020?

The biggest & best yet

We plan to launch the awards in January 2020 through a comprehensive six month marketing and advertising campaign. This includes dedicated webpages, adverts in Third Force News, inclusion in our members bulletin, social media coverage through our Twitter, Facebook and LinkedIn accounts, tailored press releases targeting local and national media across Scotland and various other channels and networks.



Charity of the Year

for an organisation that has had an exceptional year

Cracking Campaign

for a strong awareness or fundraising campaign

Charity Champion

for someone who has demonstrated great dedication to a cause

Leading Light

for an employee whose dedication has reaped rewards for their organisation

People's Choice Award

made up of all finalist entries and voted for by SCVO members and members of the public, a total of **34,810 votes** were cast in 2019

Terrific Trustee

for a board member who really excels

Celebrating Communities

for an outstanding grassroots or community initiative

Pioneering Project

for an innovative project that has made a huge difference

Demonstrating Digital

for a ground-breaking digital organisation or project



“Congratulations to you and the team on an absolutely fantastic Charity Awards! We and all our guests thoroughly enjoyed it. It goes without saying that we would be delighted to sponsor next year’s awards again.”

Awards sponsor



Sponsorship options

Award Category sponsor

£5000 + VAT



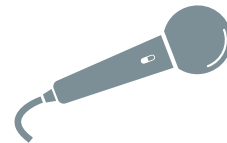
Table of ten which includes drinks reception, three course meal, wine and soft drinks



Representative from your company to sit at the VIP table



Representative from your company may join the awards judging panel



Opportunity to present award at the dinner and company name engraved on the award



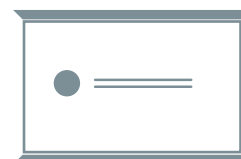
Acknowledged as award sponsor with logo in brochure given to 500+ guests on the night



Logo on all PowerPoint slides played throughout the dinner and evening



Logo on our Twitter wall which has become a key part of the awards ceremony



The opportunity to have your company's branded banner stands at the dinner



Logo, acknowledgement and links to your website on the awards website



Acknowledged in all media related marketing and press releases



Logo on all marketing and promotional emails to our 2,000+ members, various networks and awards supporters, over a six month period to an audience of over 20,000



Logo on all print awards adverts in Third Force News – approx six over a six month period – and logo on digital adverts at various points over a six month period









Acknowledged as an award sponsor in Third Force News in pre and post awards print features with a readership 12,000 each month and digital readership of approx 70,000 per month

Or pick a package to suit your budget...







Drinks Reception sponsor

£2,000 plus VAT

-  Table of ten which includes drinks reception, three course meal, wine and soft drinks
-  Exclusive opportunity to have banner stands and promotional materials at the drinks reception area, exclusive logo on all screens at the drinks reception
-  Your logo alongside all sponsors logos on the sponsors page of the evening brochure
-  Logo on the evening Twitter wall
-  Logo, acknowledgement and links to your own website on various pages of the awards website
-  Banner stand at the dinner






Evening Brochure sponsor

£1,750 plus VAT

-  Table of ten which includes drinks reception, three course meal, wine and soft drinks
-  Exclusive full-page colour A4 advert in the brochure given to all 500+ guests
-  Your logo alongside all sponsors logos on the sponsors page of the evening brochure
-  Logo on the evening Twitter wall
-  Logo, acknowledgement and links to your own website on various pages of the awards website
-  Banner stand at the dinner

Twitterwall sponsor

£1,500 plus VAT

-  Table of ten which includes drinks reception, three course meal, wine and soft drinks
-  Your logo alongside all sponsors logos on the sponsors page of the evening brochure
-  Logo on the evening Twitter wall with exclusive thank you branded Tweets
-  Logo, acknowledgement and links to your own website on various pages of the awards website
-  Banner stand at the dinner

“ Thanks again for an excellent event and very enjoyable evening. The organisation was highly professional and very impressively delivered on a par with many corporate events I have attended. ”

Guest

A photograph of three people sitting at a table in a restaurant or event space. On the left is a man with a beard and mustache, wearing a dark suit, white shirt, and patterned tie. In the center is a woman with long, wavy pink hair, wearing a dark, sparkly dress. On the right is a woman with dark hair and bangs, wearing a black dress with a floral pattern. They are all smiling and looking towards the camera. The background shows other people and tables, slightly out of focus. A large, colorful, curved graphic element in shades of blue, purple, and pink is overlaid on the bottom left of the image.

Get in touch

If you are interested in any of the above sponsorship opportunities please contact **Alex Thomson on 0131 474 6150** or **alex.thomson@scvo.org.uk** to discuss further.



The Scottish Charity Awards is brought to you by The Scottish Council for Voluntary Organisations.
The Scottish Council for Voluntary Organisations (SCVO) is a Scottish Charitable Incorporated Organisation.
Registration number SC003558.