# Sponsorship opportunities

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

# SCOTTISH CHARITY AWARDS

**Proudly presented by** 

SCV0 



# **Celebrate with us**

SCVO is a registered charity and the national membership body for voluntary organisations in Scotland. We champion the sector, provide services, and debate big issues. Our mission is to support, promote and develop a confident, sustainable voluntary sector. The Scottish Charity Awards celebrates the amazing work of charity workers and community groups across Scotland, helping those in need and raising awareness for important causes. As we all navigate the impact of coronavirus, Scotland's voluntary sector has been **#NeverMoreNeeded**, with people across the country relying on the work of voluntary organisations, the essential support they provide and how they shape our society for the better. Therefore, we believe the 2021 awards hold an added significance.

In 2020, we were proud to welcome over 5,000 guests from around the world as we held our first online ceremony, ensuring everyone could still enjoy the celebrations in a safe environment. Now in its 15<sup>th</sup> year, SCVO is proud to once again recognise the amazing work of Scotland's charity workers and community groups with the ten separate awards listed below.

- **Charity of the Year Trustee of the Year Volunteer of the Year People's Choice Award**
- C Employee of the Year **Campaign of the Year Oigital Citizens**

### **SCOTTISH CHARITY AWARDS**

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The Scottish Charity Awards is 100% self-funded and costs SCVO around £73,000 each year to host. Therefore, the success of this important voluntary sector event is down to the funding partnerships we have with our sponsors. By partnering with SCVO you can show your organisations commitment to supporting voluntary action in Scotland, forge new relationships with key decision makers and raise your organisations profile.

As restrictions are lifted and we slowly return to normal, it is still unclear what format will offer the safest way to celebrate the 2021 Charity Awards. Therefore, this brochure sets out three alternative sponsorship packages to accommodate all scenarios: In person, online and blended.

**Operation Project Community Action Climate Conscious** 



### Sally Magnusson

2020 Scottish Charity Awards virtual awards ceremony - #ScotCharityAwards

### **Awards Host**

recognised and appreciated by your peers. Every year I get blown away by the ideas, achievements and in many cases the character of the finalists. In the past few years we've celebrated the awards with full Ghan and glitter at the EICC and I'm

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Scroll for details



# Awards categories

We plan to launch the awards in April 2021 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

## **Employee of the Year**

for an employee whose dedication has reaped rewards for their organisation

## **Campaign of the Year**

for a strong awareness or fundraising campaign

## **Trustee of the Year**

for a board member who really excels

## Volunteer of the Year

for someone who has demonstrated great dedication to a cause

Digital Citizens

for a ground-breaking digital organisation or project

## **People's Choice Award**

made up of all finalist entries and voted for by SCVO members and members of the public, a total of 31,037 votes were cast in 2020

SCOTTISH CHARITY AWARDS 2021

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## **Community Action**

for an outstanding grassroots or community initiative

## **Pioneering Project**

for an innovative project that has made a huge difference

## **Climate Conscious**

for an organisation that has had an exceptional year





## In-person sponsorship package Category sponsorship opportunities: £5,000 + 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



Company name engraved on the award



Logo on all finalist framed certificates



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



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



Logo on all marketing and promotional emails to our 2,300+ 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 sixmonth period)



Opportunity to announce the winner and present award at the dinner



Logo on awards application forms



**Proudly presented by** 





Logo on all PowerPoint slides and videos 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 on all website awards adverts in Third Force News (approx. six over a sixmonth period)



Acknowledged as an award sponsor in the Third Force News, pre- and postawards print features with a readership 15,00 each month and digital readership of approx. 15,000 per month



To chair a "showcasing success" webinar in the run up to the awards with the finalists in your category, logo to appear on webinar welcome slide, invite and thank you





It was a great evening and we are over the moon to have won! I told some of the kids at the Autism-Friendly Rugby on Sunday that we had won an award – here's a photo of their reaction. Absolutely lovely!

Maggie Lawrie, Strathmore Community Rugby Trust, Pioneering project winner





# **Online sponsorship package**

## Category sponsorship opportunities: £5,000 + VAT



Unlimited places on the evening for your guests



Representative from your company may join the awards judging panel



Opportunity to announce the winner pre-recorded or live on the night



Logo on all finalist framed certificates



Acknowledged as award sponsor with logo in brochure available for everyone to download on the night



Logo and acknowledged as sponsor on platform hosting the live ceremony



Logo on all print awards adverts in Third Force News (approximately six over a six-month period)



Logo on all website awards adverts in Third Force News (approximately six over a six-month period)



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Logo on awards application forms

Company name engraved on the award



**Proudly presented by** 



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Logo on all PowerPoint slides and videos played throughout the evening



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



Logo on all marketing and promotional emails to our 2,300+ members, various networks and awards supporters, over a six-month period to an audience of over 20,000



Half page advert/advertorial in August and September's edition of Third Force News



Pre-recorded or live announcement of winner in your category



To chair a "showcasing success" webinar in the run up to the awards with the finalists in your category, logo to appear on webinar welcome slide, invite and thank you



**To say we were delighted** would be such an understatement. Thanks to all the team for making it an extra special experience. It was a fabulous event. Lorraine McGrath, Simon Community Scotland, Demonstrating digital & Charity of the year winners

power in my the Alley specified is not be integrable was eventually decharged and specific alleved a support group for people with disabilities. (Survey this time | became intendy with a man whom | ended up in a relationship with and went on to many. partypes (units. Der o start partial of line) iss target fail any contact with linesis or bestly. The windowship launed / years and throughout this time | good for exercising accluding several expensive fieldings.

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### Passwe Story

My name in Pauline and I started the Simira Community in August 2014. Rolling this I writted with chadenging behavious and learning displalies. I decided to apply fix' a job # the Jaman Commandy as I full I needed a new Challerige I was offered a job at the Manwell Drive Sandos which is an arpht bad service for winerably women These ready analysed my time than the at this service and tow working with the women as well as the staff. I leaf making this more was a positive strange in my career and I kack forward to my future at the Simps Cool

### Los's Story

My name is Lon Jeffrey and I am a support worker in the Simon Community at the Moxwell Drive Project Lipited the Simon Community in October 2014 and it has been the best decision of my life This is my first jub in social care after Naving spent most of my working life in the legal field. These pust finished my law degree however I have made the decision to continue working in social care as helping people is where my pass When I first started my publics at Maxwell Drive I suffered kism extreme anxiety and was very nervous. I hee'l em now a new person and my Fam happier in my life and enjoy curring to work. (Nove spending time with the women and working with a ready good staff team who are very I feel privileged to be part of the Simon Community Team and kook lorivard to my future at the Simon Community.

### of which topper Series trained for mis belies day long

and which its relationships with my family.

My came is Linda McCaroex. My sourcey with homelescopes accommodation started in 2013 when I lost my lenancy due to my addiction issues and behaviour Teas admitted to Kershaw which is a Detro: Unit at Gertraval Hospital Twes there for 11 ments which I found extremely difficult as Twes under supervision and was only all From there I was moved to a homeless accommodation service, and was there for just under one year. My time there was ready difficult as I struggled to maintain relationships w My lask changes when I was resved to the Maswet Drive Service in August 2014. When I moved there, I was really nervous and scared due to my previous but experiences However after being there for a short period I soon settled and quickly built up relationships with both staff and service users. I have mely poor health as a result of my addiction issues and I feel the staff at Maxwell Drive Service have helped me to deal with my asses.

Treat I are now a different person to what I was before and feet I are now more thoughdul and considerate, taking into account other people's lealings. I low the stall and service users at the Manuel Drive Project and when I stove on, which I believe will be store as I feel ready, I will keep in louch with them as I feel I have ma

### Lontaine's Stor

Linds's story



### These been in and out of every place possible for help but mostly to no avait. This has been my pattern since my teenage days, in and out of hes Fire got two beautiful children Charg (28) and Rio (14). Wy sons a diamond and never gives up on me and my continuous strength to light this evil a Since coming to Maxwell, as soon as I walked in I fet a good sense of warmth and caring. Both staff and residents instantly made me teel co The girls with their individual problems are very good and have time for one another We all share different and similar ways of its and experiences in drug and alcohol abuse, being mentally, physically and seaually all traum All staff here are very down to earth and they can be approached at any time if you are finding that life sucks or you are struggling to mak Tulking with the staff gives you time out to rethink about your feelings at that moneet and there is no favouritism." Five had dely supp All the staff in here gave the good support while in hospital. I do know that they have always got lots of work to do in the office but you approximents and things to do to try and help you get some structure in your ille again. Even if you are having a bad day they will still

My sourcey gave back about 35 years in drink and drug both prescribed and dicit, there was always something

The is one of the better services / have been to over my illetime. Your norm and facilities are great and you can add must of your o Each day can be an effort to get out of bed but then again the staff will come in to make sure you are of It is good to know that they are always close by if you need help in anyway. Your visitors are treated with respect. It's your space All in all I don't really have anything bed to say about the house and the way it is run and it anything regative goes down epsilo We all about strength and character for your own recovery and determination to leady stop trying and trying again. THE AURI'S





# **Blended sponsorship package**

## Category sponsorship opportunities: £6,500 + 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





Company name engraved on the award



Logo on all finalist framed certificates



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





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Logo and acknowledged as sponsor on streaming platform hosting the live ceremony – reaching up to 5,000 people



Logo on awards application forms



**Proudly presented by** 





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It was a great night and lots of deserving winners. Hats off to you all for pulling off such a great event! Here's to next year!

Ash Mohammed, Move On Scotland, Terrific trustee finalist



# It's a global & social occasion

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## 45

organisations and individuals were shortlisted 500+

attend in person

## 5,000 views online

## Twitter

### **#ScotCharityAwards**

trended on Twitter in Edinburgh, Glasgow and UK

**3,495** total posts using **#**ScotCharityAwards over a 3 month period

9,116 engagements



### f Website **Facebook 55 posts** over 3 months 172,890 total page views

**55,528** reach

**3,052** clicks

2,162 engagements

## 31,037

votes were cast from 91 countries in the Peoples Choice award

## **1.8m**

potential audience reached with press coverage

6

motions raised in the Scottish Parliament



**☐ ☐ I'm** watching via youtube and I'm all emotional Paula Meise, OSCR



Scottish Charity Awards 2020 Demonstrating Digital

Simon Community Scotland

Sponsored by Digital Scotland

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Scottish Charity Awards 2020 Charity of the Year

Simon Community Scotland

Sponsored by Keegan & Pennykid

### It was an absolute pleasure to be involved. I thought the event was amazing, so much engagement. Doing it virtually made the event so accessible. Well done to all involved. I think you did an incredible job of showing what the sector is all about.

Becky Duff, SCVO board member and judging panel member





**Proudly presented by** 

# Get in touch

If you are interested in any of the above sponsorship opportunities please contact **Ryan Donaghy** on **0131 474 8040** or **ryan.donaghy@scvo.scot** 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.

