

Sponsorship opportunities

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



**SCOTTISH
CHARITY
AWARDS**

2021





Proudly presented by






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 15th 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.

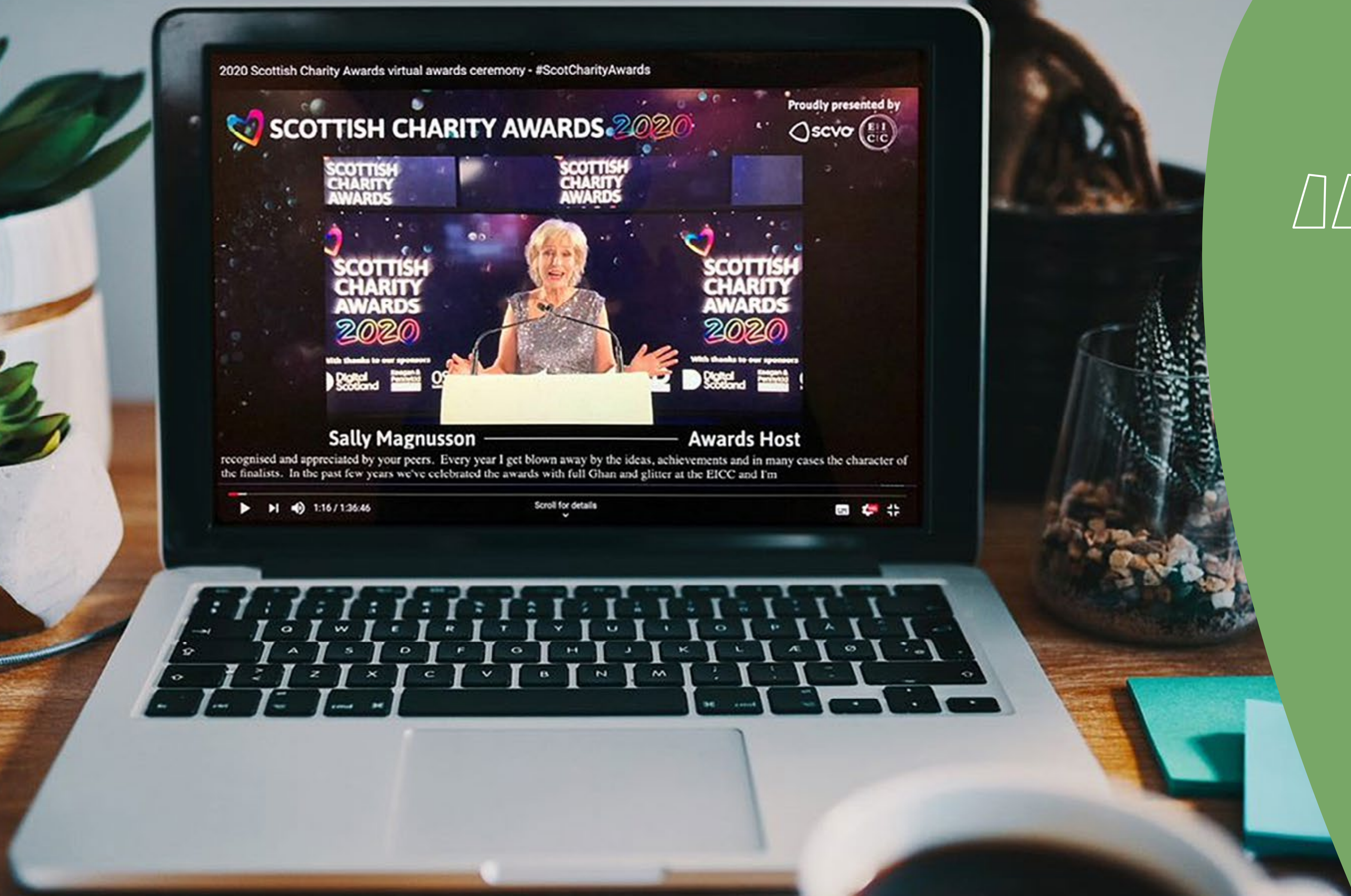
-  **Charity of the Year**
-  **Trustee of the Year**
-  **Volunteer of the Year**
-  **People's Choice Award**

-  **Employee of the Year**
-  **Campaign of the Year**
-  **Digital Citizens**

-  **Pioneering Project**
-  **Community Action**
-  **Climate Conscious**

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.



Congratulations on a fantastically well run Scottish Charity awards. To create such a seamless virtual experience is never easy and you definitely pulled it off!
Tom Lancefield,
Salesforce

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

Community Action

for an outstanding grassroots or community initiative

Campaign of the Year

for a strong awareness or fundraising campaign

Trustee of the Year

for a board member who really excels

Pioneering Project

for an innovative project that has made a huge difference

Volunteer of the Year

for someone who has demonstrated great dedication to a cause

Digital Citizens

for a ground-breaking digital organisation or project

Climate Conscious

for an organisation that has had an exceptional year

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



It's such a privilege to be part of Scotland's third sector and no evening showcases it better than the Charity Awards. There were just so many inspirational organisations, projects and individuals.

Nicole Bell, Support in Mind Scotland,
Terrific trustee finalist

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



Opportunity to announce the winner and present award at the dinner



Logo on awards application forms



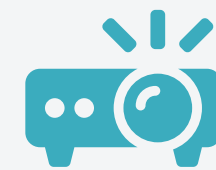
Company name engraved on the award



Logo on all finalist framed certificates



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



Logo 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, 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 six-month period)



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



Acknowledged as an award sponsor in the Third Force News, pre- and post-awards print features with a readership 15,000 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



Proudly presented by



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 awards application forms



Company name engraved on the award



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 PowerPoint slides and videos played throughout the evening



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



Pre-recorded or live announcement of winner in your category



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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



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



Opportunity to announce the winner and present award at the dinner



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



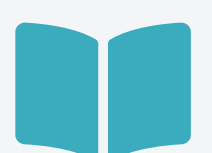
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Company name engraved on the award



Logo on all finalist framed certificates



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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

45

organisations
and individuals
were shortlisted

500+

attend in person

5,000

views online

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

Twitter



#ScotCharityAwards

trended on Twitter in Edinburgh,
Glasgow and UK

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

9,116 engagements

Facebook



55 posts over 3 months

55,528 reach

3,052 clicks

2,162 engagements

Website




172,890 total page views



**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

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



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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.