

Sponsorship Packages

Tourism Excellence Awards 2024-25

GREATER LINCOLNSHIRE & RUTLAND

lincolnshirerutlandtourismawards.co.uk

Destination
Lincolnshire



Local Visitor
Economy
Partnership

Recognised by
VisitEngland



About The Tourism Excellence Awards

Destination Lincolnshire and Discover Rutland are thrilled to announce the launch of their NEW regional Tourism Excellence Awards 2025.

The awards are the only ones to celebrate our visitor economy across Greater Lincolnshire and Rutland, and are part of the national VisitEngland Awards for Excellence.

The awards celebrate the very best our visitor economy has to offer. They support growth and resilience among our visitor economy business community and we're excited to invite you to be a part of it!

Nationally Accredited

These new awards align with Destination Lincolnshire and Discover Rutland's recent Local Visitor Economy Partnership (LVEP) accreditation.

The LVEP accreditation, which brings Greater Lincolnshire into partnership with Rutland, presented an ideal opportunity to grow The Tourism Excellence Awards to incorporate the wider LVEP geography.

Part of the national government's new programme for the visitor economy, the LVEP accreditation aligns Greater Lincolnshire and Rutland with a portfolio of nationally supported, strategic, and high-performing destination organisations which provide local leadership and unlock growth opportunities for their local area.





Join Our Awards, and be part of the success story

“Our annual awards champion the very best of the visitor economy – celebrating quality, innovation and customer service. Supporting these Awards is a signal of your support for the sector and the thousands of businesses within it.

We are beyond excited to be taking ownership of the awards for 2024-25, to celebrate our visitor economy and all of the people and businesses that make it as special as it is. Please pledge your support and join our efforts to take our region to the national awards.”

**Charlotte Goy, Destination Lincolnshire and
Mary Copley, Tourism Lead for Discover Rutland**

Timeline*



July 22nd | Applications Open

W/C August 12th | Awards Masterclass (business support programme)

September 16th, 23:59pm | Application Deadline

September 17th - September 27th | Judging Round 1

Tuesday, October 1st | Finalists Announced

October 2nd – January 10th, 2025 | Mystery Shopping

February 28th | Awards Evening at The Lincolnshire Showground, Grange-de-Lings, LN2 2NA

Award Categories

Core Categories that progress to the VisitEngland Awards for Excellence 2025

B&B and Guest House of the Year

Small Hotel of the Year

Large Hotel of the Year

Camping, Glamping and Holiday Park of the Year

Self-Catering Accommodation of the Year

Small Visitor Attraction of the Year

🕒 Large Visitor Attraction of the Year *sponsored by North Kesteven District Council*

Pub of the Year

🕒 Experience of the Year *sponsored by insight6*

🕒 New Tourism Business of the Year *sponsored by East Lindsey District Council*

Taste of Lincolnshire and Rutland Award

🕒 Accessible & Inclusive Tourism Award *sponsored by AVH Parks Ltd*

🕒 Ethical, Responsible & Sustainable Tourism Award *sponsored by Knapton Wright*

Regional Only Categories

Pride in Place Award

🕒 Arts, Heritage and Culture Award *sponsored by West Lindsey District Council*

Event/Festival of the Year Award

The Going Places Award

The Outstanding Contribution Award

Homegrown in Lincolnshire and Rutland Award

Sponsorship Packages

Award Partner | £4,000+vat

- 2 tickets to the awards ceremony
- Half-page advert in the event programme
- PR around the event and the support you are providing to the business community / sector
- Logo featured on the awards website within the 'Our Sponsors' banner
- Dedicated mention in the awards newsletter
- Standalone announcement on the awards evening across social media
- Logo in the event programme on the 'Our Sponsors' page
- Social Media spotlight across Destination Lincolnshire / Discover Rutland B2B channels
- Name/Logo on all award certificates
- Logo, business profile and link featured on the awards website, naming you as an Award Partner and including information about your services to the sector



Sponsorship Packages

Ticket Partner | £4,000+vat

- Personalised letter to every shortlisted business - explaining why and how their tickets have been discounted and underwritten by you as the ticket sponsor
- Half-page advert in the event programme
- PR around the event and the support you are providing to the business community
- 2 tickets to the awards ceremony
- Logo featured on the awards website within the 'Our Sponsors' banner
- Dedicated mention in the awards newsletter
- Standalone announcement on the awards evening across social media
- Logo in the event programme on the 'Our Sponsors' page
- Social Media spotlight across Destination Lincolnshire and Discover Rutland B2B channels
- Logo featured on the award ceremony tickets
- Logo, business profile and link featured on the awards website, naming you as an Award Partner and including information about your services to the sector



Sponsorship Packages

Category Sponsor | £1,500+vat

- 2 tickets to the awards
- Sponsorship of one award category
- Quarter-page ad in the event programme
- Representative to announce one category award winner on stage, and winner photograph on stage
- Dedicated mention in the awards newsletter
- Logo in the event programme on the 'Our Sponsors' page
- Social media mentions across Destination Lincolnshire and Discover Rutland channels
- Blog, naming you as a category sponsor to include information about your services to the sector
- Logo featured on related award category certificates
- Logo featured on the awards website - 'Our Sponsors' banner Logo, and feature on the awards website, naming you as a Category Sponsor, including information about your services to the sector



Sponsorship Packages

Drinks Reception Sponsor | £1,000+vat

- Full-page advert in the event programme
- Social media mentions across Destination Lincolnshire and Discover Rutland channels
- Blog, naming you as a drinks reception sponsor to include information about your services to the sector
- Sponsored ad on the awards website
- 2 tickets to join the awards dinner
- Marketing presence at the pre-ceremony drinks reception with leaflets and collateral, A board etc
- Dedicated mention in awards newsletter



In partnership with
 Awards for
Excellence
2023 - 2024
Gold Winner

Thank You



lincolnshirerutlandtourismawards.co.uk



07809875458 | 07927353419



jo@destinationlincolnshire.co.uk
holly@destinationlincolnshire.co.uk