

## Sponsorship Packages

# Tourism Excellence Awards 2024-25

GREATER LINCOLNSHIRE & RUTLAND

[lincolnshirerutlandtourismawards.co.uk](http://lincolnshirerutlandtourismawards.co.uk)

Destination  
Lincolnshire



In partnership with  
 **Awards for  
Excellence**  
2024 - 2025

**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 5th | Awards Masterclass (business support programme)**

**September 2nd, 23:59pm | Application Deadline**

**September 3rd - September 24th | Judging Round 1**

**September 25th | Finalists Announced**

**September 30th – December 31st, 2024 | 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
- Pub of the Year
- Experience of the Year
- New Tourism Business of the Year
- Taste of Lincolnshire and Rutland Award
- Accessible & Inclusive Tourism Award
- Ethical, Responsible & Sustainable Tourism Award

## **Regional Only Categories**

- Pride in Your Place Award
- Arts, Heritage and Culture Award
- Event/Festival of the Year Award
- The Going Places Award
- The Outstanding Contribution Award
- Homegrown in Lincolnshire and Rutland Award





# Sponsorship Packages

## Headline Sponsor | £7,500+vat

- Sponsorship of one award category
- 4 tickets to the awards ceremony
- Full-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
- Representative to announce your category award winner on stage, plus winner's photo
- Dedicated mention in 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
- Blog, naming you as a headline sponsor to include information about your services to the sector
- Name/Logo on all award certificates
- Named as the host of the awards masterclass, to include a bespoke video welcome message.
- Logo, business profile and link featured on the awards website



# Sponsorship Packages

## Ticket Sponsor | £7,500+vat

- Personalised letter to every shortlisted business - explaining why and how their tickets have been discounted and underwritten by you as the ticket sponsor
- Full-page advert in the event programme
- PR around the event and the support you are providing to the business community
- 4 tickets to the awards ceremony
- Logo featured on the awards website within the 'Our Sponsors' banner
- Dedicated mention in 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
- Blog, naming you as a ticket sponsor to include information about your services to the sector
- Logo featured on the award ceremony tickets
- Logo, profile and website link featured on the awards website





# 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 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



# 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 for two reps 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  
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2023 - 2024**  
**Gold Winner**



# Thank You



[lincolnshirerutlandtourismawards.co.uk](http://lincolnshirerutlandtourismawards.co.uk)



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