



Brecon Beacons Tourism Awards – Sponsorship Package 2016

Brecon Beacons Tourism are planning to celebrate their tenth year with the first ever Brecon Beacons Tourism Awards event – an opportunity to celebrate the very best of visitor experiences in the Brecon Beacons National Park. Tourism and the visitor economy make an immense contribution to the Brecon Beacons National Park and surrounding area and it is essential that we recognise and reward the amazing impact this sector has on the prosperity of our region in celebrating their collective achievements.

Introduction:

The awards will be an opportunity to showcase the very best of what our National Park has to offer and will be an excellent incentive for tourism businesses to continue to raise their standards. The diversity of the award categories will allow us to reflect all aspects of the customer experience.

The awards will be announced at a gala dinner at The Manor Hotel, Crickhowell on 10th November 2016 with people attending from both private companies and the public sector from within tourism. The dinner will provide a platform for people to meet and network and keep up with industry news, whilst celebrating the very best that the region has to offer.

Why should you sponsor?

Tourism has the potential to make a step change in our economy over the next decade if managed properly. Bringing together those who really care about this industry and valuing their effort is part of our focus for this event. Tourism is a vital asset to the Brecon Beacons. In 2013/14 visitors to the destination spent £216.9 million and it was estimated in 2015 that 3,827 people were employed in tourism.

Being associated with The Brecon Beacons Tourism Awards will provide you with a platform to showcase your product or service to the tourism industry, ensuring your business / brand



is positioned at the forefront of their hearts and minds in order to influence their purchasing decisions.

The Brecon Beacons Tourism Awards offers sponsors a range of year-round sponsor benefits, including web links, media coverage and industry profile, as well as networking opportunities with tourism businesses in the Brecon Beacons area.

We are looking for a different sponsor for each award category (see overleaf). By sponsoring a specific type of award you will be able to choose a category that matches your own profile in order to maximise the advantage you will gain through your support.

BENEFITS PRE - EVENT

- Association with one of the prestigious tourism categories
- Branding and exposure throughout the media campaign to attract entrants and profile the event starting early May 2016 through to November 2016
- Acknowledgement as associate sponsor in a range of targeted press releases and social media
- Company logo displayed on all printed and electronic materials including correspondence, posters / flyers and invitations as associate sponsor
- Branding on dedicated Brecon Beacons Tourism Awards web pages
- Hyper link from event web pages to your company website
- Branding on e-blasts to tourism businesses to drive applications
- Opportunity to feature in the pre event publicity in the local paper
- An opportunity for one of your senior executives to join the judging panel

BENEFITS ON THE AWARDS EVENING

- Opportunity to present an award to the winner of your sponsored category on stage at the awards presentation
- 3 VIP tickets to attend the Brecon Beacons Tourism Awards dinner including 2 bottles of wine and some local beers for the table
- Company logo featured within the Brecon Beacons Tourism Awards official programme
- Full page advert within the Brecon Beacons Tourism Awards official programme
- Prominent display of company logo throughout the on screen presentations
- Verbal acknowledgement of support at strategic points throughout the evening from the event host



- Company name and logo on the winner's certificate
- Logo featured on photographic sponsor backdrop located in the main reception area
- Photo taken with the winner by the sponsor's backdrop and posted online, with sponsor recognition
- Space for a sponsors display stand and access to c150 people involved in the visitor economy on the night of the Awards
- Access to key private/public sector decision makers in visitor economy throughout the Brecon Beacons

BENEFITS POST EVENT

- Media exposure as associate sponsor through relevant press releases following the event
- Opportunity to feature in the post event round up of winners in the local paper
- First refusal on sponsorship for 2018

Cost of Sponsorship:

£700

Companies can choose to pay for their sponsorship as a one off sum or in four instalments in the period May to end of September 2016.



Sponsors can choose which sector they would most like to be affiliated with from the Award Categories below:

1. The Best Large Serviced Accommodation (6 rooms or more)

This award is open to any large serviced accommodation provider in The Brecon Beacons National Park that has 6 rooms or more. The applicants will be assessed on

- The quality of the offer
- The customer experience
- Things that make a difference

2. The Best Small Serviced Accommodation (5 rooms or less)

This award is open to any small serviced accommodation provider (B & B, Guest house, Inn, Hotel) in The Brecon Beacons National Park that has 6 rooms or less. The applicants will be assessed on

- The quality of the offer
- The customer experience
- Things that make a difference

3. The Best Self-Catering Accommodation sleeping less than 10 people

This award is open to any small self-catering accommodation in The Brecon Beacons National Park that sleeps less than 10 people. The applicants will be assessed on

- The quality of the offer
- The customer experience
- Things that make a difference

4. The Best Self-catering Accommodation sleeping 10 or more people

This award is open to any large self-catering accommodation that sleeps more than 10 people in The Brecon Beacons National Park. This category includes large holiday houses, bunkhouses and hostels. The applicants will be assessed on

- The quality of the offer
- The customer experience
- Things that make a difference

5. The Best Camping, Caravan or Glamping Experience

This award is open to any Camping, Caravan & Glamping business in The Brecon Beacons National Park. The applicants will be assessed on

- The quality of the offer
- The customer experience



- Things that make a difference

Please note - For all accommodation applicants it is preferable, but not essential, that businesses are graded by Visit Wales or the AA. When judging, if there were 2 equal quality businesses, extra credit would be given to a graded accommodation provider.

6. Best Activity Provider

This award is open to businesses providing an activity in The Brecon Beacons National Park. This may be an adventure activity or an experience day. The applicants will be assessed on

- The quality of the offer
- The customer experience
- Things that make a difference

7. The Best Food Experience - Taste the Beacons

This award is open to any business that offers meals in The Brecon Beacons National Park. This is open to any Restaurant, Café / Tea Rooms, Pub, Bar or Hotel

The applicants will be assessed on

- The quality of the food
- The variety of the menu
- Use of local food & seasonality
- Customer service & hospitality
- Things that make a difference

8. Best attraction

This award is open to any attraction in The Brecon Beacons National Park. The applicants will be assessed on

- The customer experience
- Customer service & hospitality
- Things that make a difference

9. Community tourism

This award is open to any community initiative involving a group of local people that demonstrates local collaboration that has benefited the locality but also added value to the visitor experience of the area thus bringing in more revenue for local businesses and enhancing local pride.



10. Sustainable tourism

This award is open to individuals or community initiatives that demonstrate respect for Responsible Travel's vision that 'all types of tourism can be organised in a way that preserves, respects and benefits destinations and local people'. Judges will be looking for examples of people demonstrating best practise with green initiatives and working innovatively with local culture, communities & biodiversity to enhance the visitor experience.

Applicants will have to provide their sustainable tourism policy, show what steps they have taken to reduce their environmental impact, how they have increased their return to the local community, how they communicate their objectives to staff, suppliers and their visitors and how they work collaboratively with others to increase their visitor's appreciation of the local area.

11. Outstanding contribution to tourism

This category is an opportunity for people to nominate individuals who in their view have made an outstanding contribution by dedicating their time and energy to making a difference to the tourism, leisure and hospitality industry in The Brecon Beacons. This maybe someone who has inspired and helped the destination as a whole or an indivial business or member of staff who has delivered excellent customer service to visitors over the years beyond the call of duty.

12. Best Tourism Business overall

This accolade will be awarded to the applicant who in the view of the judging panel deserves to be acknowledged as the Best of the Best!