

Harrow's Heroes Awards

2022

Sponsorship

Packages





Harrow's Heroes Awards

Thursday 22 September 2022

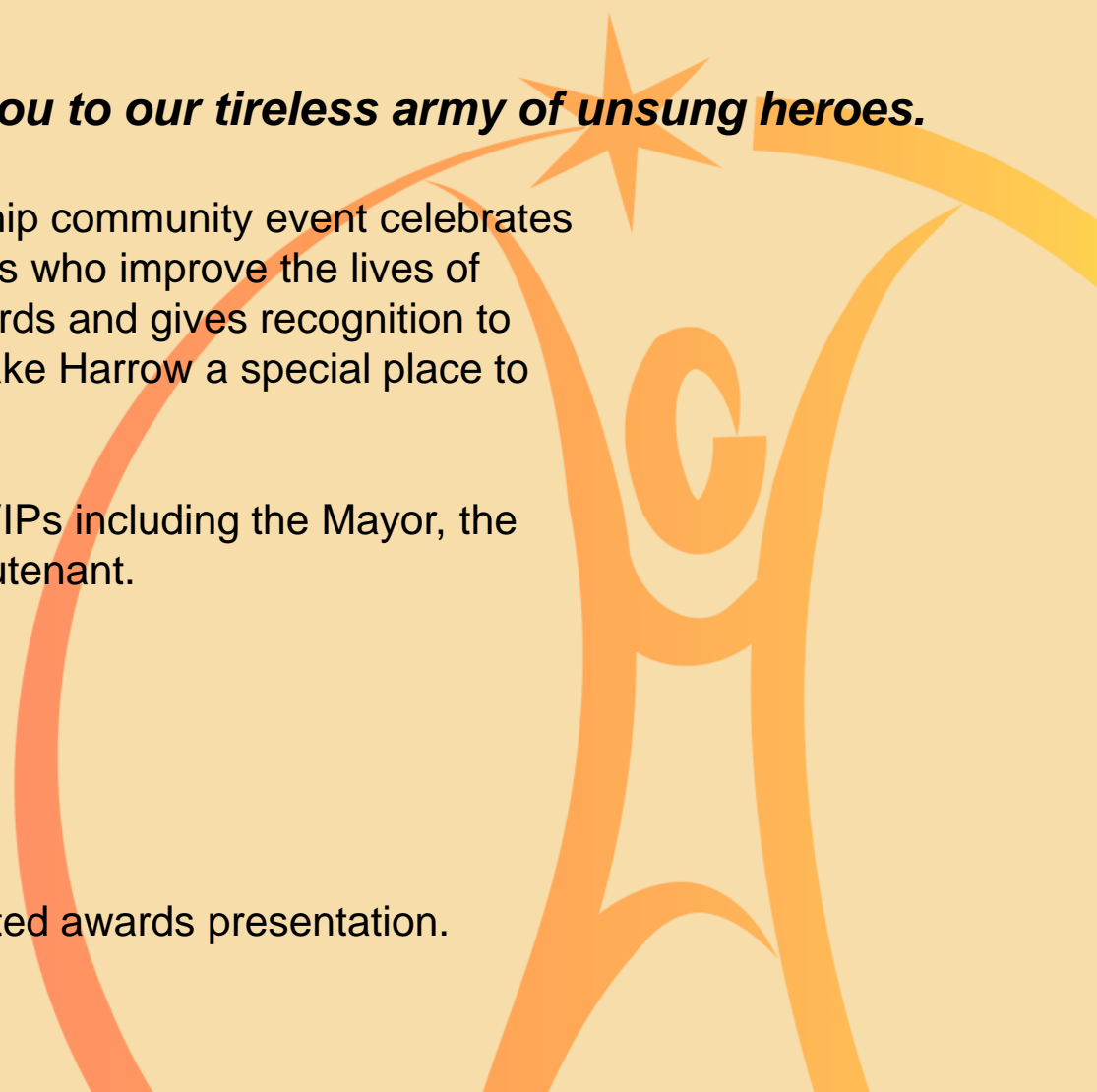
Our way of saying thank you to our tireless army of unsung heroes.

Harrow's Heroes - our annual flagship community event celebrates the work of thousands of local heroes who improve the lives of others and their communities. It awards and gives recognition to their hard work and dedication to make Harrow a special place to live and work.

The ceremony is attended by local VIPs including the Mayor, the borough commander and deputy lieutenant.

The evening includes:

- A drinks reception;
- Three course dinner;
- Live entertainment; and
- Culminates in the widely anticipated awards presentation.



Sponsorship opportunities

A perfect time to be a supporter of our community awards.

Our high profile awards event attracts hundreds of nominations and significant local coverage. We have several sponsorship packages available which offer you the opportunity to:

Be part of the awards

- Deliver Corporate Social Responsibility
- Demonstrate your support for the local community and volunteering

Benefit from a wide range of publicity

- Promote your business, and tell your story through our marketing channels, before, during and after the event
- Reach up to 240,000 residents

Some of the many benefits of sponsoring include:

Speaking at and presenting an award

Adverts in Harrow People & event programme

Interviews for our corporate video



Sponsorship Package 1 - £500+Vat

Co promotion

'Proud Sponsor of Harrow's Heroes' branding on marketing materials

Your logo and mentions on our website and social media:

Twitter: More than 17,000 followers

Facebook: More than 8,000 followers

The right to use the Harrow's Heroes logo

Be part of the awards

'Promote yourself'

Your logo in the event programme



Bronze Package - £1000+Vat

Co promotion

'Proud Sponsor of Harrow's Heroes' branding on marketing materials

- Your logo on our website and social media
- The right to use Harrow's Heroes logo
- Your logo on:
 - Promotional poster

Opportunities to speak

Promote yourself

- An A4 advert on all 21 community notice boards across the borough
(Value of £150 for two weeks – slots available all year)

Be part of the awards

Promote yourself at the awards

- Seats at the awards - 2 VIP tickets (Value £160)
- Logo with 30 words about your company in event programme
- A half page advert in the event programme (Value £400)



Silver package - £2500+Vat

Co promotion

'Proud Sponsor of Harrow's Heroes' branding on marketing materials

- Your logo and 50 words on our website
- Promotion of your company through quotes and logo used on social media platforms
- The right to use Harrow's Heroes logo
- Your logo on promotional material

Opportunities to speak

Promote yourself

- An A4 advert on all 21 community notice boards across the borough (**Value of £150 for two weeks/slots available all year**)
- A Half page Harrow People advert (**Value £900**)

Be part of the awards

Promote yourself at the awards

- Seats at the awards - 4 VIP tickets (**Value £320**)
- Logo with 30 words about your company in event programme
- A half page advert in the event programme (**Value £400**)
- **Present an Award on the night**



Gold Package - £5000+Vat

Co promotion

'Proud Sponsor of Harrow's Heroes' branding on marketing materials

- Your logo and 100 words on our website
- Promotion of your company through quotes and logo used on social media platforms
- Short interview in promotional video (**20 seconds**)
- The right to use Harrow's Heroes logo
- Your logo short quote in Harrow People magazine feature
- Your logo on promotional materials

Opportunities to speak

Promote yourself

- An A3 advert on all 21 community notice boards across the borough (**Value of £250 for two weeks – slots available all year**)
- A Full page Harrow People advert (**Value at £900**) Available for September 2018 till August 2019
- Website advertising: 1 advert for 10 weeks, 50,000 views (**Value at £1000**)

Be part of the awards

Promote yourself at the awards

- Seats at the awards - 8 VIP tickets (**Value at £640**)
- Logo with 40 words about your company in event programme
- A full page advert in the event programme (**Value at £700**)
- A seat on the judging panel
- Your banner placed prominently during ceremony
- **Present an Award on the night**

Platinum Package - £10,000+Vat

Co promotion

'Proud Sponsor of Harrow's Heroes' branding on marketing materials

- Your logo and 150 words on our website
- Promotion of your company through quotes and logo used on social media platforms
- Short interview in promotional video (**40 seconds**)
- A half page feature in Harrow People magazine – with sponsored category winner
- The right to use Harrow's Heroes logo

Your logo on: promotional posters, presentation slides, certificates, glass awards

Opportunities to speak

Promote yourself

- Two A3 advert on all 21 community notice boards across the borough (**Value of £500 for two weeks – slots available all year**)
- A Full page advertorial in Harrow People (**Value at £1955**)
- Website advertising: (2 Digital Adverts for 10 weeks, 200,000 views (**Value at £4000**))

Be part of the awards

Promote yourself at the awards

- Seats at the awards - 8 VIP tickets (**Value at £640**)
- Logo and 50 words about your company in event programme
- A full page advert in the event programme (**Value at £700**)
- Name an award after your company
- A seat on the judging panel
- Your banner placed prominently during ceremony
- **Present an Award on the night**

Double Platinum £18,000+Vat

Brand the entire awards after your organization

Co promotion

'Proud Sponsor of Harrow's Heroes' branding on marketing materials

- Your logo and 200 words on our website
- Promotion of your company through quotes and logo used on social media platforms
- Short interview in promotional video (**40 seconds**)
- Full page feature in Harrow People magazine – with sponsored category winner
- The right to use the Harrow's Heroes logo on your website
- Your logo on all Harrow's Heroes marketing and promotional materials

Opportunities to speak

Promote yourself

- Three A3 adverts on all 21 community notice boards across the borough (**value of £750 for two weeks – available all year**)
- 5 half pages Adverts in Harrow People (**Value at £4,500**) **You can run this from Sept 2018 to Aug 2019**
- Website advertising: 4 adverts, 20 weeks, 400,000 views (**Value at £4000**) **Live from Sept 2018 to Aug 2019**

Be part of the awards

Promote yourself at the awards

- Seats at the awards - 16 VIP tickets (**Value at £1,280**)
- A double page spread advert in event programme (**Value at £1400**)
- A seat on the judging panel
- Your banner placed prominently during ceremony
- **Present an Award on the night**

Drinks Reception Sponsorship - £3500

'Proud Sponsor of Harrow's Heroes' branding on marketing materials

Your logo and 200 words on our website

Promotion of your company through quotes and logo used on social media platforms

Full page advert in Harrow People magazine

The right to use the Harrow's Heroes logo on your website

Your logo on all Harrow's Heroes marketing and promotional materials

Your banner to be placed on both sides

Seats at the awards - 4 VIP tickets (**Value £260**)



The Grand Event

Date: Thursday 22 September 2022

Reception: 6:30pm Reception

Dinner: 7pm – 9pm

Awards: 9pm – 10pm

Venue: Kadwa Patidar Centre, Kenmore Avenue, Harrow, HA3 8LU

www.kpcentre.co.uk



Further information and FAQ's

Can you be flexible with packages?

Yes, we can tailor a bespoke package that works for you. Contact us today and we'd be happy to help.

I'd like to offer winners prizes/cash gift?

We always welcome gifts to winners. If you would like to offer something, please get in touch with us.

Contact details

If you are interested in sponsoring the event please call Dory Azzo, Sales and Advertising Officer on 07774 051 342.

You can also email harrowsheroes@harrow.gov.uk.