



THE BEACON AWARDS

Sponsorship Opportunities 2026

Thursday 3 December 2026

events@lichfielddc.gov.uk

www.beaconawards.co.uk

About the Event

The Beacon Awards 2026 will shine a spotlight on the businesses, charities, and community organisations that make Lichfield District a vibrant, resilient and successful place to live, work and visit.

Event Highlights

250+
Attendees

12
Awards

60
Shortlisted
candidates

37k
Social media
followers





Our vision

Our goal is to make the Beacon Awards a premier celebration of achievement within the Lichfield District, fostering community pride and support for local businesses and champions.

We believe that by shining a light on local success stories, we:

- 01.** Inspire others to innovate, grow and give back.
- 02.** Build connections between businesses, charities, and individuals to help our district to flourish together.
- 03.** Champion resilience by recognising achievements big and small.
- 04.** Strengthen our local identity, showcasing the creativity, talent and pride that sets Lichfield District apart.

Sponsorship opportunities

Sponsoring is a great opportunity to showcase your brand, demonstrate your support for local enterprise, and connect with key decision-makers from across the district.



Event Branding

On screen and at event branding



Social Media Features

Social media promotion



Attendance

Attendance at the Awards Dinner on 27 November



Media Coverage

Local news coverage and website branding





Headline Sponsorship

£2,500

Premier profile across the entire event

(Up to two non-conflicting sponsors)

- Branding as **Headline Sponsor** on all event materials, website, press releases, social media campaigns, and on-screen at the ceremony.
 - Prominent **logo placement** on any digital and printed material.
 - Full-page **advert** in the event programme.
 - Opportunity for a senior representative to deliver a **short welcome speech** on the night to open the awards.
 - Reserved **VIP table of 10** guests in a premium location.
 - Inclusion in **pre and post-event PR** with dedicated sponsor mentions.
 - Complimentary **exhibition space** in reception area to place pop up banners or marketing material
- 



Pre Dinner Sponsorship

£1,500

(one sponsor available)

Sponsor the exclusive drinks reception before the awards dinner

- Branding across the **drinks reception area** (signage, table toppers, digital screens).
- Option to **provide branded items** such as napkins, glassware, or favours (at sponsor's cost).
- Mention in **social media** build-up, event invitations and confirmations.
- **Half-page advert** in the event programme.
- Opportunity to display **promotional materials** in the drinks reception space.
- **2 complimentary tickets** to the awards dinner.





Award Sponsorship

£500

(11 available)

Sponsor an individual award category on the evening

- **Branding** on screen and in the event programme for the **chosen award**.
- Opportunity for a representative to **present the award** on stage.
- Sponsor mention in **press release and social media coverage** of shortlisted nominees and winner.
- **Logo placement on event website** alongside award category description.
- **Quarter-page advert** in the event programme.
- **2 complimentary tickets** to the awards dinner.





Award Sponsorship

£500

(11 available)

Available award categories:

- New Business of the Year
- Small Business of the Year (under 50 employees)
- Large Business of the Year (over 50 employees)
- Charity or Social Enterprise of the Year
- Customer Service Award
- Community Impact Award
- Partnership Award
- Sustainable Business Award
- Tourism & Hospitality Award
- Logistics & Transport Award
- Community Hero Award





IN-KIND

(One available)

Table Favour Sponsorship

Put your brand in the hands of every guest

- Opportunity to provide **branded table favours or gifts** (e.g. chocolates, candles, stationery, vouchers, keepsakes) placed at each seat.
- **Logo placement** in the event programme with recognition as the Official Table Favour Sponsor.
- Branding mention on **social media** thanking your business for supporting the event.
- Mention from the host during the evening.
- Option to include promotional material or discount vouchers alongside the favour.





Programme advertising

Put your brand in the hands of every guest

Programmes are given to all guests attending on the evening, a great way for your business to feature amongst the award information, shortlist and running order.

FULL PAGE ADVERT:	£250
HALF PAGE ADVERT:	£150
QUARTER PAGE ADVERT:	£75





SHINING A SPOTLIGHT ON OUR DISTRICT

We'd love to have you part of this special evening

lauren.hunt@lwmts.co.uk

PICTURE OF HAPPINESS