



CELEBRATING EXCELLENCE IN THE FUNERAL INDUSTRY

THURSDAY, 7 SEPTEMBER 2017
PORCHESTER HALL, BAYSWATER, LONDON

SPONSORSHIP OPPORTUNITIES

We are pleased to offer sponsorship opportunities for the Good Funeral Awards 2017.

The print and broadcast media take a keen interest in this event. By being associated with it you can raise your profile in the industry, get talked about by your peers and reach a wider public audience in an indirect way.

BACKGROUND STATISTICS

This will be the 6th year of the Awards

Sky TV broadcast a documentary following nominees in 2012

Celebrity hosts: *EastEnders*, (Pam St Clement) *Dad's Army*, (Ian Lavender), *GMTV* (Penny Smith) and *BBC Radio* (Jeremy Nicholas)

This year's host will be author, Guy Browning

Email list: 810

Twitter followers: 1814

Attendance in 2016: 240

Industry partners: consumer advocacy organisations Good Funeral Guide & Natural Death Centre

Media coverage in *BuzzFeed*, *The Independent*, *The Sun*, *The Observer*, *Newsweek*, *BBC*, *The Times*, *The Spectator*, *Daily Mail*, *Radio 4* and all local newspapers

Since the first event in 2012, the Good Funeral Awards has recognised the unsung heroes who work within the industry and told their stories. In a sector where it's hard to get mainstream media coverage, we've discovered a way to generate positive publicity with photographs, backdrops and a celebrity recognition.

THIS YEAR'S EVENT

The Good Funeral Awards is in London for the second time. The ceremony will be held at lunchtime on a weekday to enable as many nominees as possible to attend. We will have a champagne reception as guests arrive, followed by a lunch, and an awards ceremony.

Following the presentation of the Awards, the bar will be open and guests will be welcome to stay and socialise at the Porchester Hall until late into the evening. Alternatively, groups may consider hosting their own after-party at a nearby venue.

THE OFFER

Whenever media opportunities arise (which we can't predict) we will strive to recognise the contribution of our sponsors to the organisation of the event. We are prepared to publish articles about our sponsors on our website with links as an additional service. All sponsors will be able to have a photograph taken with the celebrity speaker and will also have the opportunity to supply an item for the goody bags to be provided for guests.

THE AWARDS

We are seeking a main sponsor for the event. In return for this sponsorship we offer prominent recognition as the lead sponsor, including branding on the stage, in the programme and on our website, acknowledgement in social media, presentation of one of the awards to the winning entrant as well as space to exhibit.

Price £10,000

THE CHAMPAGNE TOAST

Traditionally we offer every guest attending The Good Funeral Awards a glass of champagne on arrival courtesy of one of our sponsors. This sponsorship opportunity includes a prominent thank you in the programme, acknowledgement from the stage and on the Champagne Reception table, an opportunity to put up a banner in the hall and a logo with link on our website.

Price £999

INDIVIDUAL AWARD SPONSORSHIP

If you would like to sponsor an individual category as a way to boost your profile, we can brand the award as being 'in association with' a particular company. As the sponsor you will be introduced to the audience, have the opportunity to present the award to the winner of your chosen category and be photographed with the winner and our celebrity speaker. You will also be listed in the programme and on our website as the sponsor of your chosen category.

Price £500

THE MUSIC

We will be booking a harpist to provide background music before and during the lunch. As the sponsor for the Good Funeral Awards music you would be acknowledged from the stage, listed in the programme and have the opportunity to present an award.

Price £500

THE FLOWERS

Each year a local florist has provided arrangements for the stage and the tables in return for association with the event. This is available to the first florist who offers to supply the flowers, and in return they will get acknowledgement in the programme, a thank you from the stage and a chance to put up a banner in the room.

Price £ Free

THE PROGRAMME

A half-page colour advertisement is available in the souvenir programme. Limited space is available.

Price £250

THE EMAIL

We send out regular e-bulletins to our list of over 800 email contacts collected over the past five years. You can reach a targeted audience of funeral professionals with a small classified ad linking to your website.

Price £75

EXHIBITOR STANDS

If you would like to exhibit at this year's Good Funeral Awards Ceremony, we can offer space for a limited number of exhibitors at the rear of the hall. Please contact us for details.

SIGN UP NOW!

To become one of our sponsors please contact us as soon as possible as opportunities are limited.

E-mail info@goodfuneralawards.co.uk or telephone Fran on 07866 596234.