



Good Funeral Awards/Ideal Death Show 2018

IDS Friday 14 - 16 September – Highcliff Hotel, Bournemouth

GFA Saturday 15 September from 6.30pm

Celebrating excellence in the funeral industry

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

We are pleased to offer sponsorship opportunities for the Good Funeral Awards 2018.

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 7th 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), *The Guardian*, (Guy Browning)

This year's host has yet to be announced.

Email list: 812

Twitter followers: 2338 (up 500 from last year)

Attendance in 2017 (in London): 240

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 recognition.

THIS YEAR'S EVENT

The Good Funeral Awards is taking place in Bournemouth for the fourth time. The ceremony will be held at the Highcliff Hotel as part of the Ideal Death Show weekend to make it a proper networking event for funeral professionals and other interested parties.

EXHIBITING

If you book before 1st July, we're able to offer a 2-metre exhibition space in the Purbeck Suite of the Highcliff Hotel for the Saturday 10-am-4.30pm for just £200 (this includes two tickets for the Saturday events).

The spaces are limited. First come first served. Access to the room is only available after 5.30pm on the Friday afternoon.

Call 07545 232980 to reserve your place.

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 £7,000

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 £750

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 £150

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 £150

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

SIGN UP NOW!

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

E-mail brian.jenner@goodfuneralawards.co.uk or telephone Brian on 07545 232980