



# 2015 NI Awards for Responsible Business Event Partner Proposal

NI Awards Gala Dinner

4 June 2015, Waterfront Hall, Belfast



Key Sponsor:



Media Partner:





## 2015 categories:

**Sponsored by/in partnership with:**

**NI Responsible Company of the Year**

**Allstate NI**

**Business & Biodiversity**

**AES**

**Resource Efficiency Champion**

*In partnership with WRAP NI*

**Employer of Choice**

**Arthur Cox**

**Employability Champion**

*In partnership with Citywide Employers' Forum*

**Community Impact**

**firmus energy**

**Education Partner**

**Allen & Overy**

**Marketplace Leadership **\*\*NEW\*\*****

*In partnership with Ulster Business magazine*

# NI Awards 2015

## Event Partner Opportunity

**We stand for responsible business – take a stand with us**

### Background

Business in the Community's Northern Ireland Awards recognise and celebrate the very best of responsible business here in the province.

Rigorously assessed, well-established and highly credible, winning a Responsible Business Award is seen as a valuable reflection of the achievements of winning companies.

The culmination of the process is our Gala Awards Dinner – a key highlight of the Northern Ireland business calendar and one of the few fully booked business events year after year. Almost 500 leaders in business and civic society will pack the Waterfront Hall on 4 June 2015 for our tenth Gala Awards Dinner and for the first time we are offering the opportunity for up to three companies to promote their support for and association with these Awards as Event Partners.

The Awards are at the heart of responsible business activity in Northern Ireland and we use them to:

- **Inspire** companies to get involved/do more
- **Engage** companies in responsible business
- **Support and challenge** companies to benchmark and improve their performance

Through a comprehensive programme of events and communications activity at regional and national level, Business in the Community's Awards reach a broad range of key audiences including:

- Business leaders
- Corporate Responsibility (CR) practitioners
- Specialist managerial functions (communications, marketing, environment, HR, risk, occupational health and procurement etc)

- Media professionals
- Leading opinion formers and prominent business/CR thought leaders
- The wider CR 'community' and network of national partner organisations
- Government and parliamentarians
- Key regional agencies and stakeholders



### What's the process?

The awards were open from January to March 2015 and the entries have now been shortlisted and will shortly be judged by an independent panel of experts for each category.

Winners are not announced until the event on 4 June, adding to the excitement on the night.

Given that 2015 marks the **10<sup>th</sup> Anniversary of our Awards**, this year's gala dinner will be bigger and better than ever, with a real focus on local talent and harnessing the stories our companies in Northern Ireland have to tell.

# The Gala Dinner

Our tenth anniversary awards dinner is booked for **4 June 2015** at the **Waterfront Hall** in Belfast, scene of six previous and highly successful Awards dinners.

This prestigious black tie occasion will be an opportunity to recognise, reward and celebrate the impact businesses from across this region are having in the local community, as well as a chance to showcase examples of excellence; share best practice and network with other like-minded organisations.

Each year we attract almost 500 senior representatives from businesses, public sector employers, community organisations, the media and other key stakeholders and we sell out weeks in advance.

In 2015, we will again push the Waterfront Hall to its limit for an event of this type, filling the venue for our tenth celebration dinner. The evening will commence with a drinks reception with entertainment on bar level 1, followed by a four course dinner in the main auditorium featuring locally sourced and prepared food. Popular BBC TV and radio presenters **Barra Best** and **Tara Mills** will host the event and we can promise some memorable entertainment that showcases local talent.

On the night, UK Responsible Business Awards will be given to companies based in the region whose activities have had an impact nationally on both their business and society. In addition, eight NI Awards will be presented.



**NI Responsible Co. of the Year**  
**Resource Efficiency Champion**  
**Business & Biodiversity**  
**Employer of Choice**  
**Employability Champion**  
**Community Impact**  
**Education Partner**  
**Marketplace Leadership \*\*NEW\*\***

## Why Sponsor?

These Awards receive significant regional, national and international interest providing a truly widespread profile for sponsors.

Your sponsorship would give you:

- Significant branding and PR opportunities at this flagship event in front of a key business audience
- An opportunity to position your company's leadership, vision and values as a responsible business with key stakeholders
- A chance to communicate your success, commitment and priorities in the field of responsible business
- An association with major players in the field of corporate responsibility
- A partnership with these prestigious awards

## Event Partners

New for 2015, event partnership gives companies the opportunity to visibly support the Awards, receiving both visual and verbal recognition on the night in front of an audience of the leading companies in Northern Ireland.

There are a maximum of three Event Partner opportunities available.

### Benefits of event sponsorship include:

- Extensive branding in all marketing from sign-up through to the event itself, including printed, online and media coverage
- Extensive branding at the event to recognise your support on the night, including banners, table programme/menu, slides and verbal mentions by the event hosts
- A complimentary table for ten at the Northern Ireland Awards Gala Dinner

**Package: £3k plus VAT**

**For further information or to discuss, please contact:** Gillian McKee, Deputy Managing Director on (028) 9046 0606 or 07711 367794



# Summary of 2014 awards evaluation

*Compared with 2013 evaluation highlights.*

<b>Aspects of the event rated as either very good or excellent:</b>	<b>2013</b>	<b>2014</b>	
Venue and facilities	90%	93%	↑
Food and Service	75%	84%	↑
Overall event	86%	87%	↑

## **Statements about the event with which people agreed/strongly agreed**

The content of the event was relevant to my job/needs	90%	97%	↑
I was inspired by this event	83%	90%	↑
It would encourage me to enter the BITC Awards next year	74%	77%	↑
It was important in recognising & celebrating best practice in the region	98%	94%	↓

## **Speakers and entertainment rated very good to excellent**

Compères Karen Patterson with Mark Simpson	83%	84%	↑
Closing speaker 2014 Stephen Howard (BITC)	N/A	90%	
Entertainment (Spellbound 2014 vs Belfast Gospel Choir 2013)	91%	97%	↑

## **Main reasons for attending in 2014**

1. To celebrate my company's achievements
2. To share and learn from other companies
3. I was invited as a guest

## **General comments/suggestions for improvements next year**

- Continue with fantastic speakers and similar level of performers
- Video footage and/or a good explanation of what the companies have done to achieve the awards
- Have some after entertainment, which would allow better chance for individuals to network and discuss best practise/tips with individuals from BITC and other leading businesses
- A commitment to engage more businesses from outside of main Belfast area. Perhaps offer a package to businesses from Fermanagh, Tyrone, Londonderry - hotel, gala event etc to make it more province-wide and affordable.
- The idea of the interview was a nice format change but I'm not sure the questions or chemistry were right on this occasion – and having the exchange standing at the podium didn't help the interviewee. Idea good, stage setting and characters need a little work.

## Press coverage statistics

---

**Number of Column Centimetres:**

2,167 col/cm plus 12.8 business pages

**The total AVE:**

£41,956.57

**PR equivalent:**

£104,891.43

**Circulation:**

3,145,196

## Broadcast coverage statistics

---

**Interview with Kieran Harding and Pamela Ballantine on Frank Mitchell's morning show**

11 minutes - £7,700.00

**Mention on UTV Live on Thursday 5 June by Naomi McMullan**

1 minute – £1,500.00

**Interviews with Sonya Kerr, Allstate NI (NI Responsible Company of the Year) on Monday 9<sup>th</sup> June and Symon Ross, BBC**

Radio Foyle – 5 minutes - £3,500.00

Radio Ulster – 4 minutes - £2,800.00

**Total Broadcast coverage - £15,500.00**

**Total value of all media coverage (excluding digital and online) c£57k+**