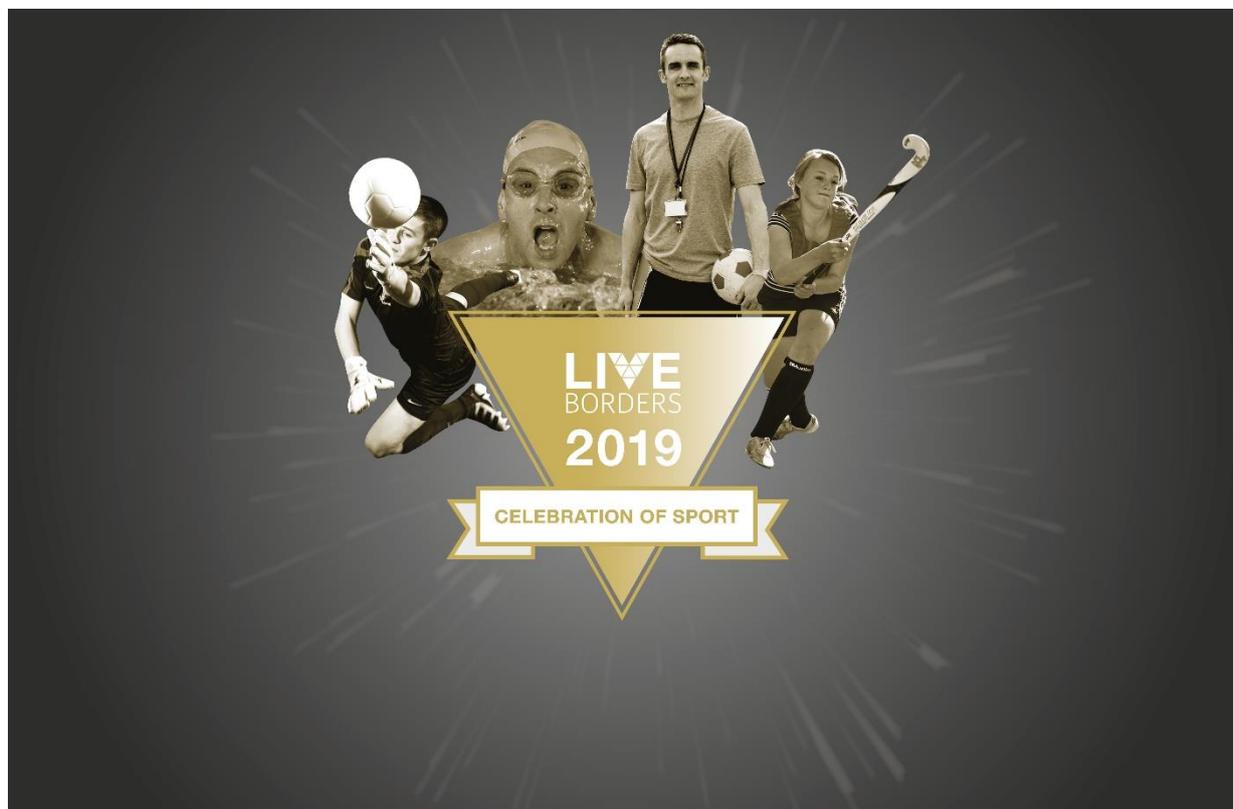


Support your local sporting community



Celebration of Sport 2019
www.liveborders.org.uk
#CoS

What is Celebration of Sport?

Now in its 7th year, Live Borders' Celebration of Sport showcases the wealth of talent that exists across the Scottish Borders. From local clubs and teams through to high performance sport, the Borders boasts an enviable CV of achievement across a range of sports.

Charity Live Borders also celebrates those behind-the-scenes with coaches, volunteers and those who have dedicated a lifetime to sport being recognised. Inductees to the Borders Hall of Sporting Fame are also announced on the night.

With such rich sporting talent, we believe there is no better way to highlight this than with a Celebration of Sport event; however, the awards are dependent on the generosity of event sponsors.

The awards are:

| |
|--|
| Hall of Fame |
| Sports Personality of the Year |
| Junior Sports Personality of the Year |
| Coach of the Year |
| Junior Coach of the Year |
| Team of the Year |
| Club of the Year |
| Service to Sport |
| Event of the Year |
| Inspirational Performer |
| Disability Award |

Who is involved?

Radio Borders' Stuart MacFarlane is back by popular demand to MC. All guest can enjoy an informative and entertaining night with a 3-course meal as award winners are announced, culminating in the announcement of Sports Personality of the Year.

A raffle of sporting memorabilia also takes place on the evening.

The Live Borders' team collaborates with professional photographer, Phil Wilkinson, who works on all pre-event footage and takes snaps of all our attendees and sponsors on the night.

Where is it taking place?

Friday 27 September 2019
Times: 18:30 for 19:00 start
Victoria Halls, Selkirk

At the heart of charity Live Borders is a commitment to our communities being healthier, happier and stronger.

Why get involved?

- **Support the local community**

Raise awareness of your business in an engaging way, by being associated with the positivity of a high quality-sporting event that celebrates our local sporting talent.

Demonstrate your commitment to the Borders' sporting community and show support for up-and-coming, as well as established, sporting stars.

- **Support a local charity**

Live Borders is a charity: every penny spent with us reinvested into supporting active, creative and healthy communities in the Scottish Borders. At the heart of Live Borders is a commitment to making our communities healthier, happier and stronger.

- **Employee and customer engagement**

Engage your staff, customers and partners with opportunities for corporate hospitality at the event and by association with a positive, feel-good event.

- **Visibility**

- Your logo(s) on all of our event marketing collateral – online and at the event
- Inclusion in all press releases, with the opportunity to provide quotes and feature in post-event coverage
- Presence on our Facebook, Twitter and Instagram, which have combined likes of 11,500
- Presence on the dedicated Celebration of Sport page on our website, which has a monthly reach of 18.3k, linking back to your website
- Presence in our email marketing campaigns, with click throughs to your website
- Your logo(s) on the trophy
- Invitation to present the sponsored award and address the audience
- The opportunity to provide branded items for all attendees
- Feature in the post-event video, which will be shared on our website and all social media platforms, as well as to press and sports clubs across the region.

How do I get involved?

| Headline sponsorship | Award sponsorship |
|---|------------------------------|
| £5k | £400 |
| Table of 10 worth £360 | Two tickets worth £72 |
| Top award: Sports Personality of the Year | Selection of award |
| Make an opening address for the awards and present an award: video submissions also welcome | Present the award sponsored |
| Enhanced branding at the event | Branding at the event |
| Enhanced presence in press releases | Presence in press releases |
| Enhanced presence on social media | Presence on social media |
| Enhanced presence on website | Presence on website |
| Enhanced presence in email marketing | Presence in email marketing |
| Logo on trophy | Logo on trophy |
| Piece to camera for event footage | Feature in the event footage |

Further information

Please contact:

Laura Adamson
 Marketing & Communications Manager
 Live Borders
ladamson@liveborders.org.uk