

2019 Swansea Bay Tourism Awards

Sponsorship Opportunities



Cyngor **Abertawe**
Swansea Council

Swansea Bay Tourism Awards 2019

The largest award ceremony for tourism, leisure and hospitality businesses in Wales

Swansea Council and Tourism Swansea Bay are proud to be jointly hosting the 2019 Swansea Bay Tourism Awards.

Tourism is a vitally important industry for Swansea Bay generating hundreds of millions of pounds in the economy, securing thousands of jobs and, with the new developments announced for the city centre, is set to grow from strength to strength over the coming years.

The Awards, being held for the 6th time, bring together the best of the tourism industry in Swansea Bay to celebrate achievements and look forward to a prosperous future.

The Awards have grown since they first started in 2006 to become one of the most anticipated events for the tourism industry. In 2017, over 1,000 entries were received and 500 attended the award ceremony dinner.

Industry representatives will once again gather in the Brangwyn on 14th November when the Awards will be handed out, covering a range of categories from 'Best Large Hotel' to 'Best Tourism Ambassador'.

The Awards will receive significant media attention locally and regionally in the run up to, during and following the ceremony.

We are delighted to offer you an opportunity to be part of this prestigious event with our sponsorship packages.

Tourism is worth £447.7M to local economy

Why sponsor the Swansea Bay Tourism Awards?

- Corporate identity and brand awareness
- High visibility within the tourism, leisure and hospitality industry
- Target marketing
- Networking opportunities
- PR benefits

Key Dates for the Swansea Bay Tourism Awards 2019

1 July	Categories open for entries
8 Sept	Entries close
1 Oct	Finalists announced and online voting opens
25 Oct	Online voting closes
14 Nov	Swansea Bay Tourism Awards evening dinner and winners announced



Swansea Bay Tourism Awards 2019

Headline sponsorship (£4,995 +VAT)

- Company name and logo integrated on all relevant marketing material
- Company logo on main screen during award ceremony
- Full page advert in the programme
- Exhibition space at the Award Ceremony
- Compere to announce sponsor on the evening
- Opportunity to be on the judging panel
- Category of your choice
- VIP Table for 10 at the Awards Ceremony and invitation to the Drinks Reception
- Recognition on all post event information
- Company details on website and online voting page
- Social media recognition on Twitter (23k followers) and Facebook (78k likes)
- Advertisement in Tourism Swansea Bay monthly newsletter for 4 months (250 contacts)
- Opportunity to speak at a Tourism Swansea Bay event
- Advertorial in one of the Council's Tourism Team monthly trade e-newsletters (250 contacts)

4.78M visitors to Swansea Bay



Category sponsorship (£1,750 + VAT)

- Company name and logo on all relevant category marketing material
- Company name and logo on screen during category announcement
- Company representative to present the award on the evening
- Company logo on programme on the evening
- Exhibition space at the Award Ceremony
- Compere to announce sponsor on the evening
- Tickets for the Award Ceremony
- Recognition on all post-event information
- Social media recognition on Twitter, Facebook and e-newsletters
- Company name on website with hyperlink to your site

Tourism supports 5.7K jobs

Swansea Bay Tourism Awards 2019

There are 19 categories to choose from and a business can enter more than one category.

Best place to stay

- Best Large Hotel
- Best Small Hotel or Restaurant With Rooms (Accommodation section)
- Best Guest House or B & B
- Best Self Catering Accommodation
- Best Caravan & Campsite – including Glamping & Bunkhouse

Places to eat & drink

- Taste of Swansea Bay
 - Best Restaurant & Bistro
 - Best Café & Tea Rooms
 - Best Pub Food
- Best Pub or Bar

Things to do

- Best Activity
- Best Attraction
- Best Festival & Events
- Best Live Music Venue
- Best Wedding Venue

Dedication & inspiration

- Best New Or Renewed Business
- Best Dog Friendly Tourism Business
- Best Tourism Ambassadors
 - Young Tourism Ambassador
 - Team

New for 2019

Outstanding Services to Industry Award



If you are interested in finding out more about the sponsorship packages, please contact:

Steven Morse

☎ 01792 635781

✉ steven.morse@swansea.gov.uk

Dean Jeffery

☎ 01792 371441

✉ info@tourismswanseabay.co.uk

swanseabaytourismawards.co.uk

