

Last year we had five sponsors of individual awards, here's what they said:

"When we were asked to sponsor the first Great British Pantomime Awards we knew it was a must.

Not only is it an honour but also helps support this very British institution we all know and love."

"Panto has been a part of our lives and business for as long as we can remember. It's something we are passionate about and to be involved with other like-minded people is a great opportunity to put our company in front of producers and directors we normally wouldn't get to speak to."

"The event was electric! Being there with so many people who you normally wouldn't find in the same room was great. We also got so much positive feedback from nominees, I have to say I was shocked to be thanked for helping to create this much needed and magical event."

"Sponsoring the awards has not just shown we support pantomime but also resulted in a great amount of business coming our way."

"We are looking forward to next year and can't wait to see how this awards ceremony grows in years to come."



## SPONSORSHIP OPPORTUNITIES

Looking for an amazing opportunity to support a national award?

- Are you looking to show that your company supports families, the arts and the greatest of all British traditions?

Would you like a national awards sponsorship opportunity which would see your company name featured in the awards?

Oh yes you are...



**The Great British Pantomime Awards** have enjoyed amazing success and unprecedented coverage since being established in 2016. As we grow we are looking for a major sponsor. Pantomime is a national institution celebrated across the United Kingdom. This your chance to work alongside us as we are renamed “The Great British Pantomime Awards with YOUR COMPANY NAME”. Our logo will be redesigned to incorporate your brand and will communicate your partnership with this exciting initiative.

In our first year, we streamed the awards, presented by pantomime legend Christopher Biggins, and reached well over 30,000 people, featured in National Press and had huge exposure over all social media platforms.

With the success of the first year, we are currently in discussions to have next year’s awards televised from a 1000 seat theatre.

Whilst we are in talks with television production companies, two tiers of sponsorship are available: commit now and we will be able to offer you a vastly reduced rate.

Opportunities like this don’t come around everyday. See the table below for details on costs and the benefits your organisation will enjoy from association with this exciting national award.

For any questions or to make your commitment call Daniel on 07875 403422



Great British Pantomime Awards 2018		Sponsorship Packages Available			Benefits									
Level	Description	Tier One	Tier Two	Tier Two Discounted	Logo on all awards	Logo on all literature	Logo on stage at Awards Show	Full page advert in brochure	1/2 page advert in brochure	1/4 page advert in brochure	No. of tickets to event	No. of tickets to after party	Logo on individual award	Photos with winners
Platinum	Full Sponsorship of Awards	£25,000	£100,000	£50,000	☺	☺	☺	☺	-		12	12	-	☺
Gold	Sponsorship of Pantomime of Year (x3) Best Comic & Best Dame	£10,000	£20,000	£5,000		☺	☺		☺		8	8	☺	☺
Silver	Enhanced Sponsorship of Individual Award plus Presence at Awards Night	£5,000	£10,000	£7,500		☺			☺		6	6	☺	☺
Bronze	Sponsorship of Individual Award	£1,800	£3,000	£2,500						☺	2	2	☺	☺

Tier One - Sponsorship package based on show being broadcast on television

Tier Two - Sponsorship package based on show being live streamed on internet.

Discounts available on Tier One packages for all sponsors who have initially signed up to Tier Two deals.