



The Responsible
Business Network
Northern Ireland

Awards Sponsorship Pack 2020

LET'S REWARD RESPONSIBLE BUSINESS

www.bitcni.org.uk



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Foreword



The Responsible Business Awards in Northern Ireland are the most prestigious and respected awards championing responsible business. Offering the opportunity for Northern Ireland organisations to be recognised for their outstanding contributions to their people, the planet and the places where they operate, these Awards celebrate businesses that are making Northern Ireland a better place.

Previous winners have shown remarkable innovation, creativity and a sustained commitment to corporate responsibility; demonstrating the positive impact they've had on society and in their business.

They celebrate the power of partnership, shine a light on best practice, and demonstrate just how much business can be a force for good in society; tackling some of our biggest and most challenging societal issues.

These awards simply would not be possible without our sponsors and I am incredibly grateful for the leadership and support shown by all of those companies who get involved in the awards.

I hope you will grasp the opportunity to work with us this year and in subsequent years on this vital business showcase.

Kieran Harding
Managing Director
Business in the Community

About the Awards

Future business success will be defined by delivering sustainable social and financial value by contributing to a prosperous, one planet economy. Those that flourish will be innovators that strive for purpose, and collaborate to solve shared challenges. **This is responsible business.**

Business in the Community's Responsible Business Awards in Northern Ireland capture and celebrate the most inspiring and impactful stories of responsible business practices here. The most prestigious and robust business awards remain free to enter. All entries benefit from high-quality peer-to-peer feedback. To win, or be shortlisted for, one of these awards is truly an outstanding achievement.

Sponsor's companies can enter any of the categories (except the one they are sponsoring). We are currently seeking a leading, responsible company to join us to take on the mantle as Key Sponsor. Could it be you?

Rigorously assessed, our Awards recognise companies that are integrating responsibility and sustainability into their mainstream operations and delivering positive impacts on their People, the Planet and the Places where they operate.

As such, they are key to helping us identify, celebrate and disseminate good practice and communicate companies' positive impact on society.

We use the Awards to:

- **Inspire** companies to embrace CR
- **Engage** companies in positive action
- **Support and challenge** companies to benchmark and improve their performance

Business in the Community's Awards reach a broad range of **key audiences** including:

- Business leaders
- CR practitioners and other specialist managerial functions (communications, marketing, environment, HR, risk, occupational health, procurement, etc)
- Media professionals
- Key opinion formers and thought leaders
- Government and parliamentarians
- Key regional agencies and stakeholders

Awards 2020 Timeline

- **Sponsorship opportunities open to 2019 sponsors** 1 July 2019
- **Sponsorship opportunities open to all** mid-August 2019
- **Sponsors' Networking Breakfast/ Photocall**
4 October 2019 – ICC Belfast
- **Open for entries**
1 November 2019
- **Showcase & Share Breakfast**
11 November 2019 –
- **Closing date for applications**
28 February 2020
- **Judging days**
21 and 22 April 2020
- **Gala night**
28 May 2020

Open to companies of any size, sector and scale, the entries are rigorously assessed by individual category panels, handpicked for their expertise and knowledge. The winners are celebrated at our Annual Responsible Business Gala at Belfast Waterfront Hall on Thursday 28 May 2020.

www.bitcni.org.uk/awards

Highlights from 2019

Over the past two decades, responsible business has become central to the operations of businesses that want to prosper in the long term.

The awards have also evolved to reflect the broader definition of responsible business and its critical importance to business success. They offer the opportunity for Northern Ireland organisations to be recognised for their outstanding contributions to their people, the planet and the places where they operate. Those who participate show remarkable creativity and a sustained commitment to corporate responsibility. Their entries demonstrate the positive impact they've had on society and the business benefits they've experienced.

80+

ENTRIES

Companies and organisations entered the awards process in 2019

30

EXPERTS

Industry experts took part in assessing and judging entries

55

SHORTLISTED

Companies were shortlisted in the awards process in 2019

10

WINNERS

Organisations were recognised and celebrated as award winners



Highlights from 2019

The 2019 Responsible Business Awards cycle saw thousands of Twitter followers reached throughout the year, with hundreds of **#BITCNI Awards** related tweets. The hashtag was a trending topic during the awards gala event.

10K

WEB VISITS

Unique visits to www.bitcni.org.uk/awards related pages

6K

INBOXES

Targeted with awards marketing pieces

£60K+

PRESS

Generated in media mentions, and printed press

615

GUESTS

Attended the 2019 Gala on 30 May at ICC Belfast



Testimonials

“Brilliant and well organised event. The environment message was well received, and I have no doubt it gave businesses a lot to consider moving forward.”

“A great event – really inspiring!”

“Excellent awards from promotion of application information through to organisation of judging panels. The awards was a first for my organisation and we all thoroughly enjoyed it – especially after we won! Congratulations to all the team!”

“Excellent event, particularly enjoyed the home grown entertainment, one of the best awards ceremonies that I have attended in recent times.”

“A very well organised evening. I loved the involvement of children in the event, great idea for us and hopefully for them too. Music and circus performances were wonderful. The venue was really good, the hosts were very professional, and I had a great night! Thank you very much for all your hard work.”

“Wow, wow, wow what a fabulous event. It was the best and most glamorous gala awards evening I have ever attended. Such an extravaganza!! The food was excellent too – faultless! Gorgeous table centres and lighting – every detail had been considered. The whole evening was superbly well executed. The musical finale was something I will remember for the rest of my life and I feel lucky to have watched such an amazing performance. Thank you for a truly wonderful evening, the nearest I ever expect to come to the Oscars!!”

Extracts from the 2019 post-Awards evaluation

Key Sponsor

We are looking for a leading company to help us drive the responsible business agenda forward. As an **overall Awards sponsor**, you are guaranteed to be recognised as leader in responsible business. It is a prime opportunity to influence the thinking of the sector about best practice, tell your own success story, and raise your profile.

SPONSORSHIP BENEFITS

Our comprehensive marketing plan for this key project covers promotion via direct mail, social media, online and regular media, including with our long-standing media partner Ulster Business Magazine and our new broadcast partner U105. Sponsorship includes:

- **Extensive, top level, branding in all marketing materials** from launch through to the event itself, including printed, online and media coverage, enhancing your brand and reputation
- **Brand promotion at the Showcase & Share event** in December
- **Brand promotion at the Judging Days** in April
- **Extensive branding at the event** to recognise your support on the night and provide you with a platform to communicate your success, commitment and priorities in the field of responsible business
- Inclusion in all **media relations** activity associated with the category with guaranteed positive media coverage over a ten month period – November '19 – August '20 including header on three pages in Ulster Business coverage
- **Top level branding on all gala materials** inc flyers, posters, printed banners in the drinks reception and in the main stage banners
- A speaking role on the night
- **Inclusion in all Awards pics** for all categories along with each category sponsor; in main post event pic; quotes in Launch and Winners press release; excellent profile online
- A complimentary **table for ten** at the Northern Ireland Awards Gala Dinner
- **Three banner carousels** on our website throughout Awards promotion
- **Brand on all application packs** for your category
- **Coverage in post-awards emarketing** – sent to 5,000+ recipients
- **Brand promotion** on our national website
- An association with major players in the field of corporate responsibility

Key sponsorship is: £15,000 plus VAT for one year, or £12,000 per year for three years

Sponsorship can be split-invoiced – any time from November 2019 through to May 2020.

Discounts are available for Transformational member companies. Please contact Helen Bowman to discuss these options.

Category Sponsor

Would you consider **category** sponsorship for the 2020 Responsible Business Awards in Northern Ireland?

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- **Brand promotion at the Showcase & Share event** in December
- **Brand promotion at the Judging Days** in April
- **Extensive branding at the event** to recognise your support on the night and provide you with a platform to communicate your success, commitment and priorities in the field of responsible business
- Inclusion in all **media relations** activity associated with the category with guaranteed positive media coverage over a ten month period – November '19 – August '20
- A complimentary **table for ten** at the Northern Ireland Awards Gala Dinner
- An association with major players in the field of corporate responsibility

**Category sponsorship is:
Sponsorship cost:
£6,000 + VAT**

Sponsorship can be invoiced any time from now until May 2020.

Other Sponsor Opportunities

For 2020, we have the opportunity to have two Event Partners as we promote the community theme throughout the awards process and gala night itself. Would you like to partner with us? We also have a range of opportunities for in-kind sponsorship through the provision of drinks for the Drinks Reception – two partners opportunities available; provision of printed materials, and supplies for entertainers; and hosting our Showcase & Share Breakfast.

EVENT PARTNER SPONSORSHIP BENEFITS

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- **Extensive branding in all marketing materials** from launch through to the event itself, including printed, online and media coverage, enhancing your brand and reputation
- **Extensive branding at the event** to recognise your support on the night and provide you with a platform to communicate your success, commitment and priorities in the field of responsible business
- Inclusion in all **media relations** activity associated with the the event with guaranteed positive media coverage over a ten month period – November '19 – August '20
- A complimentary **table for ten** at the Northern Ireland Awards Gala Dinner
- An association with major players in the field of corporate responsibility

**Event Partner opportunities.
Sponsorship cost: £5,000 + VAT**

Sponsorship can be invoiced any time from now until May 2020.

IN-KIND SPONSORSHIP BENEFITS

Sponsorship includes:

- **Branding in all marketing materials** from launch through to the event itself, including printed, online and media coverage, enhancing your brand and reputation (depending on sponsorship and timeline agreed)
- **Branding at the event**
- Inclusion in all **online media relations** activity associated with the event
- **Two places** (complimentary) at the Northern Ireland Awards Gala Dinner
- An association with major players in the field of corporate responsibility

**In-kind opportunities.
Costs agreed on an individual basis.**

Categories and Dates

Categories for 2020

The categories for 2020 are:

NI Responsible Company of the Year Award

Diversity & Inclusion Award

Education Partner Award

Employability and Jobs Award

Environmental Leadership Award – TAKEN

Investing in Your Community Award

One-to-Watch Award

Responsible Digital Innovation Award

Responsible Product / Service Award

Wellbeing at Work Award

Dates for 2019/'20

Sponsorship Opportunities open to all Mid-August 2019

Sponsors Breakfast 4 October 2019

Open for entries 1 November 2019

Showcase & Share Breakfast 11 November 2019

Closing date for entries 28 February 2020

Judges secured 30 March 2020

Judging 21 and 22 April 2020

Gala Night 28 May 2020

The Gala Dinner

Our 2020 Gala Dinner is booked for Thursday 28 May 2020 at ICC Belfast. This high profile black tie event sells out every year. More than 615 senior business guests attended in 2019.

The event is an opportunity to recognise, reward and celebrate the positive impact of NI businesses, share best practice and network with other like-minded organisations.

The evening will commence with a Drinks Reception with entertainment in the Riverside Foyer, followed by a four course dinner in the main auditorium featuring locally sourced and prepared food.

The theme for 2020 is Community and planning is already underway. You do not want to miss THE business event of the year!

Please contact:

Helen Bowman Head of Communications by email at helen.bowman@bitcni.org.uk, or call (028) 9046 0606 / 07714 755312 to discuss this proposal.

You'll be in good company. Sponsors in 2019:

Legal Island
DIVERSITY & INCLUSION

Belfast Harbour
EMPLOYABILITY AND JOBS

CATERPILLAR
INVESTING IN YOUR COMMUNITY

ciena.
RESPONSIBLE DIGITAL INNOVATION

Survitec
THE ONE-TO-WATCH

ALLEN & OVERY
EDUCATION PARTNER

ARTHUR COX
ENVIRONMENTAL LEADERSHIP

h
HERON BROS.
NI RESPONSIBLE COMPANY OF THE YEAR

ciena.
RESPONSIBLE PRODUCT/SERVICE

LARNE PORT
WELLBEING AT WORK



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**IF YOU WANT TO GO
FAST, GO ALONE.
IF YOU WANT TO
GO FARTHER, GO
TOGETHER**

www.bitcni.org.uk/awards

Business in the Community Northern Ireland

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