

The Godiva Awards

Sponsorship Opportunities



The Godiva Awards



The Godiva Awards is the largest lifestyle awards in the UK, targeting more than 1.5 million consumers across the West Midlands every year. The lifestyle awards run in parallel with

a business awards programme recognising excellence in categories ranging from Best New Venture to the prestigious Ambassadors Award for Outstanding Achievement.

The Awards are presented annually at a major venue in the West Midlands and in 2007 will be hosted at the new multi million pound Belgrade Theatre redevelopment in Coventry. The thousand strong industry audience comprises CEO and director level management from across the tourism, hotel, drinks, entertainment and wider lifestyle sectors.

The awards are decided through a six month high profile consumer campaign across the sub region, offering access to a potential consumer base of more than 10 million visitors. The Godiva Awards offers the highest value, one stop opportunity for business to target the Heart of England's industry and consumer lifestyle audience.

LifeStyle Awards

- Best Bar
- Best Restaurant
- Best Pub
- Best Attraction
- Best Live Venue
- Best Club
- Best Theatre
- Best Café
- Best Shop
- Best Hotel

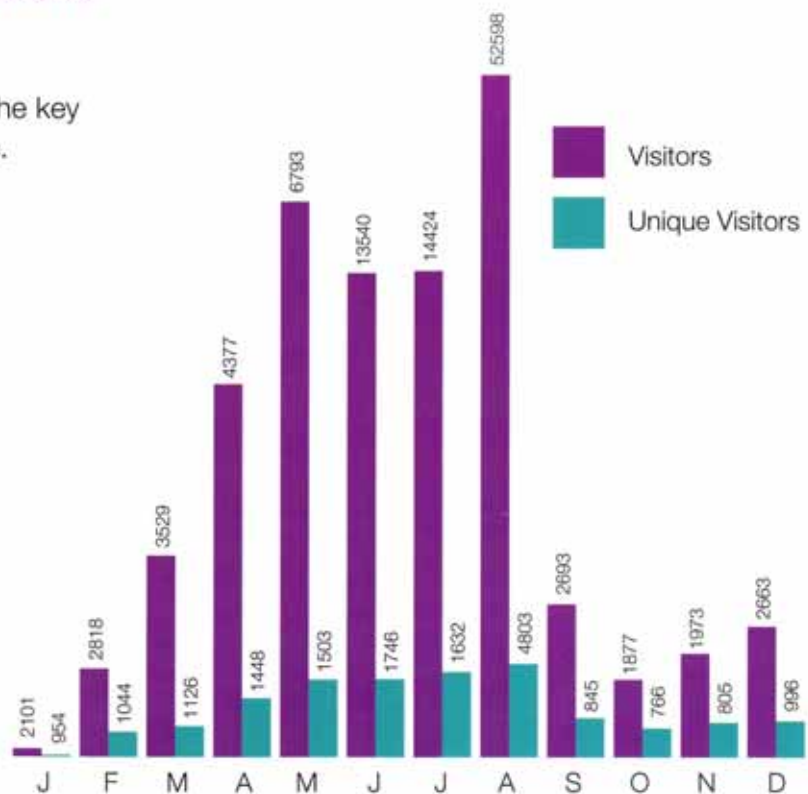
Business Awards

- Best Customer Service
- Best Access
- Best Business
- Best New Venture
- Best Conference Venue
- Best Guest House

Godiva Awards Website

www.godiva-awards.com

The Godiva Awards website is the key voting mechanism for the public.



2005 website statistics



“The Godiva Awards was a splendid and very, very memorable evening. To obtain more than a hundred thousand votes is truly remarkable.”

Martin Ritchley, Chief Executive
The Coventry Building Society



Rate Card

Godiva Awards 2007

Headline Title Sponsorship £30,000

Including full naming rights and competition

Category Sponsorship

Consumer Awards £5,000

Best Bar

Best Club

Best Theatre

Best Hotel

Best Pub

Best Live Performance Venue

Best Shop

Best Attraction

Best Café

Best Restaurant

Business Awards £5,000

Best Customer Service

Best Access

Best Business

Best New Venture

Best Conference Venue

Best Guest House

Event Sponsorship and Marketing

Music Sponsor £10,000

Bar Sponsor £10,000

Concessions £500 m²

Official Programme £5,000

Venue branding from £300

www.godiva-awards.com

Banner advertising Based on £1 per click-through

Note: Other packages on application. All prices exclude VAT and are subject availability. Opportunities are subject to the discretion of the organisers.



Previous Sponsors

- Thomsonfly
- Cobra
- Illy Coffee
- Flamingo Bar and Grill
- Oakmoor Estates
- Deeley Properties
- Belgrade Plaza
- Coventry University
- Best Bar None
- Link Telemarketing
- Coventry Access Advisory Group
- Quality at Heart
- Parenthesis
- Space and People
- Alliance and Leicester
- Belgrade Theatre
- Coventry Cathedral
- Heart FM
- BBC
- Live 24:7
- Coventry Telegraph

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