



# 2023 AWARDS SPONSORSHIP OPPORTUNITIES

Championing Scottish SME entrepreneurs  
and business leaders since 2008

[wedoscotland.com](http://wedoscotland.com)



# INTRODUCTION

## HOST

Fred MacAulay

**Thursday 18th May**

6:45pm - 1am

## Venue

The Kimpton  
Charlotte Square,  
Edinburgh



# ABOUT US

WeDO champions Scottish entrepreneurship, providing outstanding peer-to-peer learning, knowledge sharing, networking and support to Scotland's most ambitious, growth-driven entrepreneurs and business leaders.

**160+** KEY DECISIONS MAKERS

**38+**

EVENTS PER  
**ANNUM**

**£750M+**

COMBINED  
**TURNOVER**



WeDO™

# AN ENGAGED AND RELEVANT COMMUNITY

While WeDO Scotland is a membership organisation, we regularly interact with the broader business community. In addition to our regular member events, we also host selected events to which members bring guests, and non-members are welcome to attend. We also have a relevant and growing database and online community of business owners, decision-makers and influencers who frequently engage with our content.



**2000+**  
FOLLOWERS



**5000+**  
FOLLOWERS



**1500+** OPTED-IN SUBSCRIBERS

We also have a Members Directory, Private LinkedIn Members Group and we send regular Member Newsletters.



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# AWARDS DINNER

Now in its 11<sup>th</sup> year, our Awards Dinner is a celebration of the success of the Scottish SME community. It's an energising evening of inspiration and gives sponsors an outstanding opportunity to showcase your brand via multiple channels, to a 100% business focused audience.

## 2000+

**Attendees over  
10 years**

## 70

**Awards presented  
to Scotland's  
foremost business  
leaders**

## £20K+

**Raised for 'My  
Name's Doddie  
Foundation' in 2  
years**

Sponsors benefit from extensive exposure in the lead-up to the event, on the evening and in our far-reaching on and offline marketing activity. This exposure to the business community in Scotland is delivered via our website, extensive social media marketing and multiple email marketing channels.



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# AWARDS CATEGORIES

Lifetime Achievement Award

Entrepreneur of the Year

International Entrepreneur of the Year

Eco Entrepreneur of the Year

Young Entrepreneur of the Year

High Growth Company of the Year

Employee Owned Business of the Year

Employee Owned Business Leader of the Year

New Start Business of the Year



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# HEADLINE SPONSORSHIP

## GOLD

- Table of 10 with premier table position.
- Web-linked logo on Awards website pages.
- Logo on online nomination & application forms.
- Website & logo in all promotional videos (minimum 11).
- Logo on all slides played during the event.
- 4 pop-up banners prominently displayed.
- Full page advert in Awards programme.
- 15% discount on Award sponsorship.
- Article about your business posted on our blog & shared via social media channels.
- Logo showcased on the Sponsor page on our website for 6 months.

**£4,000 + VAT**



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# HEADLINE SPONSORSHIP

## SILVER

- Half table of 5.
- Web-linked logo on Awards website pages.
- Logo on online nomination & application forms.
- Website & logo in all promotional videos (minimum 11).
- Logo on all slides played during the event.
- 2 pop-up banners prominently displayed.
- Half page advert in Awards programme.
- 10% discount on Award sponsorship.
- Article about your business posted on our blog & shared via social media channels.
- Logo showcased on the Sponsor page on our website for 6 months.

**£3,000 + VAT**



# DRINKS RECEPTION SPONSORSHIP

- 2 tickets for the Awards.
- 10% discount on additional tickets.
- 4 pop-up banners prominently displayed.
- Web-linked logo on Awards booking page & in promotional emails.
- Logo on invitations & in videos promoting ticket sales (minimum 2).
- Logo on all slides played during the event.
- Half page advert in Awards programme.
- Logo showcased on the Sponsor page on our website for 6 months.

**£1,800 + VAT**



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# AWARD SPONSORSHIP

- 1 ticket for the Awards.
- Introduce & present the Award on stage.
- Web-linked logo on Awards Categories web page.
- Logo on Finalists page in Awards programme.
- Logo in videos promoting Awards categories & finalists.
- 10% discount on brochure adverts.
- Logo on presentation slides announcing finalists and winner.

**£850 + VAT**



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# CONTACT US

To discuss how you can benefit from our energising and inspiring celebration of Scottish business success, please do get in touch.

We look forward to hearing from you.

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