



Friday 21st June  
The Kimpton Charlotte Square, Edinburgh

Fundraising  
in support of  
**MY  
NAME'S  
DODDIE**  
foundation



WeDO™

## 2024 AWARDS

Celebrating the success of Scotland's  
most outstanding entrepreneurs,  
business leaders and businesses.

# PARTNERSHIP OPPORTUNITIES



# ABOUT US

WeDO has been championing Scottish entrepreneurship since 2008, providing impactful peer-to-peer learning, knowledge sharing and support to Scotland's most ambitious, growth-driven entrepreneurs and business leaders.

We deliver powerful, engaging, and proven peer network support, enabling our members to scale their businesses and maximise their growth potential.



180+

KEY DECISION MAKER MEMBERS

38+

EVENTS PER  
ANNUM

£750M+

COMBINED  
TURNOVER





# ENGAGED, 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 across multiple platforms.



**2750+**  
FOLLOWERS



**4850+**  
FOLLOWERS



**1500+** OPTED-IN DECISION-MAKING  
SUBSCRIBERS

We also have an online Member Directory, Private LinkedIn Members Group and we send regular emails to both our members and non-member subscribers.

# 2024 AWARDS

Our Awards, now in their twelfth year, have built a highly respected reputation as one of the most prestigious highlights in the annual Scottish business calendar. We celebrate the innovators and success of Scotland's business community at our glittering, fun and highly enjoyable evening which is unlike any other Awards ceremony.

As well as enjoying a drinks reception, delicious 3 course dinner with wine, you'll be mingling with the best and brightest minds in the Scottish business community. Share stories, forge connections and join us in toasting success, inspiration and endless opportunities.

From groundbreaking innovations to remarkable leadership, the evening promises to be an unforgettable showcase of excellence and the very best talents in the Scottish business community.



**200+ DECISION-MAKERS**

SCOTTISH SME ENTREPRENEURS & BUSINESS  
LEADERS ATTENDING





2023 Lifetime Achievement Award  
winner Gio Bendetti OBE

# THE IMPACT OF OUR AWARDS

*“SMEs are the lifeblood of the Scottish economy, our entrepreneurs and businesses are to be admired and applauded for their innovation, success and resilience during some of the most challenging economic times for more than a decade.*

*It’s important that we, as a nation, celebrate and encourage those bucking the trend, not only to applaud their achievements, but also to inspire our future generations of entrepreneurs and business leaders.”*

**Belinda Roberts MBE - CEO**

Find out more about our 2023 Awards [HERE](#).

Watch the highlights from our 2023 Awards [HERE](#).

# PARTNERSHIP OPPORTUNITIES

Partnering with us delivers an outstanding opportunity to showcase your brand to our leading community of entrepreneurs and business leaders, as well as the wider Scottish business community. Partners enjoy wide-reaching promotion via multiple channels to a 100% business focused audience.

You will benefit from extensive exposure in the lead-up to the event, on the evening and in our far-reaching on and offline marketing activity, your company will be aligning with a well-recognised and respected brand. This exposure to the business community in Scotland is delivered via our website, extensive social media marketing and multiple email marketing channels.

◆ **2400+**

Attendees since inception

◆ **78**

Awards presented to Scotland's foremost entrepreneurs and business leaders

◆ **£33K+**

Raised for My Name's5 Doddie Foundation in 3 years



# PLATINUM SPONSORSHIP

Front row table of 10 guests - value £1,450 + VAT.

Naming rights - Awards Dinner branded "In Association with" your company.

Introductory speech at the start of the Awards Ceremony.

Web-linked logo on all Awards website pages & booking page.

Logo on all digital promotion images for the Awards including LinkedIn, X, Instagram, Facebook and emails.

6 pop-up banners in prominent positions at the event.

Complimentary full page advert in the Awards brochure.

Prominent logo on all slides during the event & on brochure front page.

Flyers promoting your business on every table.

One post-event email sent to all attendees promoting your company.

Web-linked logo on the Sponsor page of our website for one year.

## COST £6,000 + VAT



## **GOLD SPONSORSHIP**

Table of 10 guests - value £1,450 + VAT.

Web-linked logo on all Awards website pages & booking page.

Logo on all digital promotion images for the Conference including LinkedIn, X, Instagram, Facebook and emails.

4 pop-up banners in prominent positions in the main dinner room.

Complimentary half page advert in the Awards brochure.

Logo on all slides on screen during the event & on brochure front page.

One post-event email sent to all attendees promoting your company.

Web-linked logo on the Sponsor page of our website for one year.

## **COST £4,500 + VAT**





## **SILVER SPONSORSHIP**

✦ Half table of 5 for the Awards - value £725 + VAT.

✦ 10% discount on additional tickets.

✦ Web-linked logo on all 2024 Awards website pages & booking page

✦ Logo on all digital promotion images for the Conference including LinkedIn, X, Instagram, Facebook and emails.

✦ 2 pop-up banners in prominent positions in the main dinner room.

✦ Complimentary half page advert in the Awards brochure.

✦ Logo on all slides on screen during the event.

✦ Web-linked logo on the Sponsor page of our website for one year.

## **COST £3,000 + VAT**



# DRINKS RECEPTION SPONSORSHIP

2 tickets for the Awards - value £300 + VAT.

10% discount on additional tickets.

Web-linked logo on all Awards website pages & booking page.

3 posts on LinkedIn, X, Instagram, Facebook and emails with logo and website URL.

4 pop-up banners in prominent positions at the Drinks Reception.

25% discount on advertising in the Awards brochure.

Logo on all slides on screen during the event.

Web-linked logo on the Sponsor page of our website for 6 months.

**COST £2,000 + VAT**



# AWARD SPONSORSHIP

✦ 1 ticket for the Awards - value £150 + VAT.

✦ 5% discount on additional tickets.

✦ Web-linked logo on the Awards categories webpage.

✦ Logo on posts on LinkedIn, X, Instagram, Facebook and emails pertaining to the Award.

✦ 20% discount on half or full page advert in the Awards brochure.

✦ Large logo on all slides pertaining to the Award.

✦ Web-linked logo on the Sponsor page of our website for 6 months.

**COST £800 + VAT**

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## WeDO seeks Scotland's most resilient entrepreneurs

The 12th annual awards has a new category honouring SMEs

NEWS By **Peter A Walker** Content Editor 09:43, 21 MAR 2024



**The 2023 winners of WeDO Scotland's awards**

WeDO Scotland has launched its' annual search for the most innovative entrepreneurs, business leaders and SMEs.

The 12th annual event aims to honour the resilience, creativity and success of the Scottish business community during some of the most challenging economic times for more than a decade.

A new award, SME Business of the Year, has been added to the existing seven categories, which


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## WeDo Scotland Awards Return for its 12th Year

Graham Turner 21 March 2024, 09:42am



**Championing Scottish entrepreneurs and business leaders since 2008**

The search is on for Scottish business trailblazers bucking the challenging economic environment.

With an awards ceremony taking place in Edinburgh on June 21st, WeDO Scotland has launched its annual search for the country's most trailblazing, innovative and transformative entrepreneurs, business leaders and SMEs.

The Awards, this year in their 12th year, will honour the resilience, creativity and success of the Scottish business community, in what is widely perceived to be the most challenging economic times for over a decade.

A new Award, SME Business of the Year has been introduced to add to the existing seven Awards including Eco Entrepreneur, International Entrepreneur and Employee Owned Business of the Year.

**Editor's Picks**

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Headlines

## The Search Is On For Scottish Business Trailblazers Bucking The Challenging Economic Trend

Business News 21/03/2024



**2023 WeDO Award winners with Belinda Roberts, CEO of WeDO Scotland**

*THE WeDO Scotland Annual Awards launch is announced to recognise and celebrate the success of Scottish businesses in the most challenging economic times for over a decade.*

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## WeDO Scotland Annual Awards searches for Scottish business trailblazers

21 MAR 2024 | Reading time: 2 minutes

ARTICLE TAGS: **WEDO**



**Championing Scottish entrepreneurs and business leaders since 2008**

*WeDO Scotland has launched its' annual search for the most trailblazing, innovative and transformative entrepreneurs, business leaders and SMEs.*

The Awards, this year in their twelfth year, will honour the resilience, creativity and success of the Scottish

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# CONTACT US

To discuss how you can benefit from your association with our Awards Dinner, please do get in touch. We look forward to hearing from you.



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**Championing Scottish entrepreneurs and business leaders since 2008**