

COLCHESTER
BUSINESS
AWARDS
— 2026 —

SPONSORSHIP

THE INCOLCHESTER BID BUSINESS AWARDS CELEBRATE THE EXCELLENCE, INNOVATION, AND VITAL CONTRIBUTIONS OF BUSINESSES WITHIN THE COLCHESTER CITY CENTRE.

Taking place on Thursday 8th October 2026 at the Mayor's Parlour and Moot Hall at Colchester Town Hall, this prestigious black-tie event offers a unique opportunity for your company to align itself with success and demonstrate its commitment to the thriving Colchester business community.

By sponsoring the Awards, your brand will gain unrivaled visibility among key stakeholders, business leaders, levy payers, and decision-makers in the region.



GET SEEN, BE REMEMBERED

OWN THE MOMENT

Sponsoring the awards puts your brand in the spotlight, with high-quality exposure across multiple channels before, during, and after the event.

	MAIN EVENT PARTNER	CATEGORY SPONSOR	DRINKS SPONSOR
MEDIA RECOGNITION	Featured in all official Press Releases and major PR announcements.	Mentioned in category-specific announcements.	Featured in event coverage related to the reception.
EVENT TITLE BRANDING	Exclusive naming rights (e.g., [Your Company] Presents...).		
STAGE & PRESENTATION	A key speaking slot and presentation of the top award.	Invited on stage to present the award and a brief speech (max 30 sec).	Representatives may give a welcome or toast.
DIGITAL & SOCIAL REACH	Logo on all awards marketing, emails, and enhanced social media promotion.	Logo on category-specific digital assets and official BID awards page.	Prominent logo placement on arrival and networking assets.
PRINT PRESENCE	Full-page, premium ad in the official Programme, plus logo on menus/signage.	Half-page ad in the official Programme.	Logo on inside programme cover and reception signage.

EXCLUSIVE HEADLINE PARTNER

This is the highest level of partnership, offering maximum exposure and association with the entire event.

£3,500 + VAT



COLCHESTER BUSINESS AWARDS²⁰²⁶

Benefit from...

TITLE ASSOCIATION

The event will be officially branded as: “[Your Company Name] presents The InColchester BID Business Awards 2026.”

PROMINENT BRANDING

Logo prominently featured on all pre-event, event-day, and post-event collateral (digital, print, and venue signage).

MEDIA & PR

Mention and logo inclusion in all official press releases, features, and media interviews as the Headline Partner.

SPEAKING OPPORTUNITY

A key speaker slot (e.g., 3-5 minutes) at the event opening or presentation of the overall “Business of the Year” award.

DIGITAL DOMINANCE

Logo and link on the BID website’s awards page, plus enhanced promotion across all BID social media channels.

VIP ATTENDANCE

A reserved table of 10 in a prime location. (4 tickets included)

PROGRAMME & MENU

Full-page, premium placement advertisement in the official event programme and logo on all menus.

LIMITED AVAILABILITY CATEGORY SPONSOR

Category Sponsors present and award their chosen category, gaining focused exposure and direct association with a specific area of business excellence.

£1,395 + VAT



COLCHESTER BUSINESS AWARDS²⁰²⁸

Benefit from...

PRESENTATION ROLE

The sponsor's representative will be invited onto the stage to present the award for their chosen category, including a brief moment to speak about their organisation (limited time).

DEDICATED BRANDING

Logo included on all associated pre-event marketing for the sponsored category.

ON-SCREEN RECOGNITION

Dedicated category slide featuring the sponsor's logo and company name during the presentation segment.

PHOTOGRAPHY

Professional photo opportunity with the category winner.

EVENT TICKETS

2 complimentary tickets to the Awards ceremony.

PROGRAMME

Half-page advertisement in the official event programme.

13 Available for Sponsorship

1 Professional Service of the Year

Excellent fit for B2B services, legal, or financial firms.

2 Best Managed Retail Area or Department Store

Ideal for commercial property, facilities management, or large-scale retail suppliers.

3 Charity

Perfect for companies with strong Corporate Social Responsibility (CSR) values.

4 National Retailer

Suitable for companies that supply the retail sector or operate nationally.

5 Indie Retailer

Great fit for local services, suppliers, or marketing agencies supporting small businesses.

6 Contributions to Theatre and the Arts

Excellent for creative industries, cultural venues, or community-focused brands.

7 Evening and Nighttime Economy Business

Ideal for security services, transport, or leisure operators.

8 Live Entertainment Venue Award (day and night venues)

Good fit for hospitality suppliers, brewers, or media/events companies.

9 City Hero

Nominations from Board Members/ Stakeholders/Levy Payers High-profile award, suitable for a brand with a strong civic presence.

10 Eatery of the Year

Ideal for food & beverage suppliers, restaurant technology, or local producers.

11 Best Salon/Barbers

Suitable for beauty supply distributors, training academies, or fashion retailers.

12 Best Beauty/Aesthetics Business

Good fit for health, wellness, or specialist equipment suppliers.

13 Best Community Lead Business

Suitable for brands championing local causes and community engagement.

14 Business of the Year

(Typically reserved for the Main Event Sponsor, but may be offered separately.)

EXCLUSIVE SPONSOR DRINKS RECEPTION

Sponsor the high-impact pre-dinner networking opportunity, ensuring your brand is the first point of contact for every guest.

£1,195 + VAT



COLCHESTER BUSINESS AWARDS²⁰²³

Benefit from...

THE TOAST

Association with the pre-dinner drinks reception and the official "Toast to Colchester Business."

PHYSICAL BRANDING

Branded bar signage, cocktail napkins, or a dedicated drinks menu featuring your logo.

WELCOME FEATURE

Opportunity to have a representative welcome guests upon arrival at the reception area.

PROGRAMME

Logo prominently featured on the inside front/back cover of the event programme

EVENT TICKETS

2 complimentary tickets to the Awards ceremony.

WHY SPONSOR?

FOCUSED BENEFITS

1 STRATEGIC POSITIONING & BRAND ALIGNMENT

POSITIVE ASSOCIATION

Align your brand with the positive narrative of growth, innovation, and civic pride in Colchester.

TARGETED AUDIENCE

Directly reach and engage with business owners, CEOs, key decision-makers, and local influencers (BID Board Members, Stakeholders, Levy Payers).

CIVIC COMMITMENT

Demonstrate a strong commitment to the vitality and economic health of the local business community.

2 DIRECT ENGAGEMENT & NETWORKING OPPORTUNITIES

Sponsorship provides direct access to high-value networking opportunities at one of the city's most prestigious annual events.

PRIME SEATING

Dedicated seating at a reserved table in a prime location (4 Seats for Main Sponsor, 2 for others).

GUARANTEED INTERACTION

The act of presenting an award creates a memorable, one-on-one interaction with the successful winner, key stakeholders, and the audience.

DRINKS RECEPTION FOCUS

(Drinks Sponsor): Your brand is the first touchpoint for every guest, dominating the high-value, pre-dinner networking hour with dedicated signage and branding.

CONTENT CREATION

Guaranteed professional photography opportunities with winners, perfect for use in your own post-event marketing and press.

NEXT STEPS

To secure your preferred sponsorship category
or to arrange a follow-up call, please contact:

We would be delighted to discuss
these opportunities further
and tailor a package that best
meets your company's marketing
objectives and budget.

Claire Finnigan
Projects & Administration
07307 323320
operations@incolchester.co.uk