

Luton Excellence Awards 2024

Sponsorship packages

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Contents

Lead sponsorship.....	3
Long service awards sponsorship.....	4
Entertainment sponsorship	5
Hospitality sponsorship	6
Awards sponsorship.....	7
Drinks reception package.....	8
Gift sponsorship package	9
Prize draw sponsorship package	10
Print sponsor package (in-kind)	11
Awards and what the judges will be looking for:.....	12

Every day committed individuals and dedicated teams working for Luton Council go the extra mile to support our residents and to achieve our vision for Luton. Over the last year that commitment has continued to grow to exceptional levels.

We have so many examples of employees working collaboratively, ambitiously, respectfully, whilst empowering and supporting each other, and reflecting our core value that Luton is a council that CARES. This year, our award categories will reflect outstanding achievements in each of these areas, along with a number of other team and individual awards.

The awards will provide the opportunity to recognise and reward their hard work and achievements and say thank you for all they have done to support the people of Luton and the town over the last year.

The Luton Excellence Awards has established itself as a highly successful initiative, engaging not only the employees of Luton Council but also our extensive network of business partners. The event in 2023 was a remarkable success and we are hoping that the 2024 awards will be greater than ever, with the inclusion once again of our Long Service Awards.

Nominations will open for the 2024 awards in February 2024 and the winners will be announced at the awards ceremony on the evening of Thursday 18 July 2024.

Luton Excellence Awards provides an ideal opportunity for businesses to increase awareness of their organisation to decision-makers and opinion formers, including MPs, councillors, senior local government officers, partners and stakeholders throughout the region.

The sponsorship packages overleaf include a range of pre- and post-event publicity, along with branding and networking opportunities at the event itself.

We are pleased to confirm the opportunity to sponsor the awards is now available. For further information or to confirm your sponsorship please contact Victoria Fortune, Sponsorship and Advertising Assistant at Luton Council, who will be happy to discuss your involvement. Please note awards will be offered on a first come first served basis.

We hope you will be able to join is in celebrating this year.

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Due to probity reasons we are unfortunately unable to accept sponsorship from organisations currently partaking in a tender or any organisation in dispute with the council.

Lead sponsorship

£5,000 + VAT

For this package you will receive:

Pre-event promotion

- prominent promotion as lead sponsor on all pre-event branding
- your company logo featured as the lead sponsor on our invitations to all awards ceremony attendees
- the opportunity to reference your sponsorship in your own advertising and promotional material
- specific mention of your lead sponsorship in all press releases, pre and post awards

Promotion during the awards ceremony

- the opportunity to address the guests as part of the welcome speeches
- complimentary tickets for 6 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders
- acknowledgement as lead sponsor on the screens and branding at the event
- acknowledgement as lead sponsor on the Long Service Awards certificates
- acknowledgement as lead sponsor on all award trophies
- a 300 word editorial acknowledging your company as lead sponsor to feature prominently in the 2024 awards ceremony programme.

Post-event promotion

- photographs of your guests on the evening for your own publicity
- acknowledgement as lead sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Long service awards sponsorship

£3,000 + VAT

For this package you will receive:

Pre-event promotion

- prominent promotion as the long service sponsor on all event pre-event branding.
- your company logo featured as the long service sponsor on our invitations to all awards ceremony attendees
- the opportunity to reference your sponsorship in your own advertising and promotional material
- specific mention of your long service sponsorship in all press releases, pre and post awards

Promotion during the awards ceremony

- complimentary tickets for 4 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders
- acknowledgement as long service sponsor on the screens and branding at the event
- the opportunity for a representative of your company to present all the long service awards
- a 300 word editorial acknowledging your company as long service sponsor to feature prominently in the 2024 awards ceremony programme.
- an on-stage acknowledgement of your sponsorship at the start of the long service presentations

Post-event promotion

- photographs of your company presenting your awards for your own publicity
- acknowledgement as long service sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Entertainment sponsorship

£3,000 + VAT

For this package you will receive:

Pre-event promotion

- prominent promotion as entertainment sponsor on all pre-event branding
- your company logo featured as the entertainment sponsor on our invitations to all awards ceremony attendees
- the opportunity to reference your sponsorship in your own advertising and promotional material
- specific mention of your entertainment sponsorship in all press releases, pre and post awards

Promotion during the awards ceremony

- complimentary tickets for 4 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders
- acknowledgement as entertainment sponsor on the screens and branding at the event
- a bespoke banner acknowledging your company as entertainment sponsor at the event
- a 300 word editorial acknowledging your company as entertainment sponsor to feature prominently in the 2024 awards ceremony programme.
- an on-stage acknowledgement of your sponsorship during the entertainment introductions

Post-event promotion

- photographs of your guests on the evening with the entertainers for your own publicity
- acknowledgement as entertainment sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Hospitality sponsorship

£3,000 + VAT

For this package you will receive:

Pre-event promotion

- prominent promotion as hospitality sponsor on all pre-event branding.
- your company logo featured as the hospitality sponsor on our invitations to all awards ceremony attendees
- the opportunity to reference your sponsorship in your own advertising and promotional material
- specific mention of your sponsorship in all press releases, pre and post awards

Promotion during the awards ceremony

- complimentary tickets for 4 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders
- acknowledgement as hospitality sponsor on the screens and branding at the event
- a bespoke banner acknowledging your company as hospitality sponsor at the event
- a 300 word editorial acknowledging your company as hospitality sponsor to feature prominently in the 2024 awards ceremony programme.
- an on-stage acknowledgement of your sponsorship during the introductions

Post-event promotion

- acknowledgement as hospitality sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Awards sponsorship

£1,500 + VAT

The opportunity exists to sponsor one of our 13 awards at the event. For this package you will receive:

Pre-event promotion

- acknowledgement as a category sponsor on all pre-award publicity.
- the opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- the opportunity for a representative of your company to present your award
- a 200 word editorial acknowledging your company as sponsor of your category to feature next to the nominees for the award in the ceremony programme
- acknowledgement as category sponsor on the screens and branding at the event.
- acknowledgement as category sponsor on the award trophy you are sponsoring

Post-event promotion

- photographs of your company presenting your award for your own publicity
- acknowledgement as a category sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Read more about each of the categories on pages 11, 12 and 13.

Drinks reception package

£1,000 + VAT

The opportunity exists to sponsor our drinks reception on the evening. For this package you will receive:

Pre-event promotion

- acknowledgement as the drinks reception sponsor in pre-award PR
- the opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- a 200 word editorial acknowledging your company as the drinks reception sponsor within the 2024 awards ceremony programme
- acknowledgement as the drinks reception sponsor on the screens and branding at the event.

Post-event promotion

- photographs of your guests at the event for your own publicity
- acknowledgement as the drinks reception sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Gift sponsorship package

£1,000 + VAT

The opportunity exists to sponsor our table gifts on the evening. For this package you will receive:

Pre-event promotion

- acknowledgement as the gift sponsor in pre-award PR
- the opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- a 200 word editorial acknowledging your company as the gift sponsor within the 2024 awards ceremony programme
- acknowledgement as the gift sponsor on the screens and branding at the event.

Post-event promotion

- photographs of your guests at the event for your own publicity
- acknowledgement as the gift sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Prize draw sponsorship package

£1,000 + VAT

All council employees who make a nomination will be entered into a prize draw to win a voucher. With three prizes available for the sums of £500, £300 and £200, the prize draw will create real excitement across the whole of the council. For this package you will receive:

Pre-event promotion

- acknowledgement as the prize draw sponsor in pre-award PR
- the opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- a 200 word editorial acknowledging your company as the prize draw sponsor within the 2024 awards ceremony programme
- acknowledgement as the prize draw sponsor on the screens and branding at the event
- opportunity to present the prize draw alongside our host for the evening

Post-event promotion

- photographs of your guests at the event for your own publicity
- acknowledgement as prize draw sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Print sponsor package (in-kind)

The opportunity exists to be our in-kind print sponsor. In return for providing our programme, banners and certificates, you will receive:

Pre-event promotion

- acknowledgement as the print sponsor in pre-award PR
- the opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- a 200 word editorial acknowledging your company as the print sponsor within the 2024 awards ceremony programme
- acknowledgement as the print sponsor on the screens and branding at the event.

Post-event promotion

- photographs of your guests at the event for your own publicity
- acknowledgement as the print sponsor on all post-event coverage. This includes intranet coverage of the event and external PR.

Awards and what the judges will be looking for:

1. Team of the Year

This will be a team that has consistently delivered outstanding performance, exceeding day to day service requirements and demonstrating total commitment. The successful team may have overcome difficulties in order to maintain a good service to customers or raised its performance and improved outcomes.

2. Employee of the Year (individual award)

Someone who has demonstrated outstanding performance above and beyond their normal responsibilities, exemplary in terms of attitude, work and dealing with others and totally committed to delivering the best possible outcomes for colleagues, partners or customers.

3. Manager of the Year (individual award)

Nominations need to explain the manager's contribution to either their team or the organisation as a whole, and how they have applied the council's values in performing their role to an exceptionally high standard. Suggestions for Manager of the Year are encouraged from every level: directors, service directors and, of course, members of the manager's team.

4. Rising Star of the Year (individual award)

For a recent joiner to a team who deserves recognition for the qualities they have brought to Luton Council? It could be a former apprentice who has since joined the staff and made a major impression, or someone who joined us later in their career and quickly established themselves as a key contributor.

5. Making a difference

For Luton's most vulnerable individuals and families, contact with a council employee may be a vital lifeline which has a huge impact on their lives. This award will recognise exceptional efforts of colleagues dealing directly with customers whose complex needs and difficult circumstances mean help and guidance from the council really does 'make a difference' in their lives.

6. Collaborative

We work as one team, producing great results for Luton.

We've all heard the phrase 'silo mentality' – the awards in this category celebrates actions taken to break down those internal barriers and realise the potential we have when we operate as 'one council'.

We want to recognise and celebrate those teams and individuals who have made a mark by having a truly collaborative ethos and who during the course of their duties have created lasting and impactful relationships which cut across departmental boundaries for the benefit of all.

Councils can no longer 'do it all on their own' and these awards also celebrate the work undertaken with other organisations and groups - whether public, private, voluntary or community in order to maintain services.

7. Ambitious

We're determined to improve lives every day.

The winners here will have shown exceptional flexibility and motivation, in overcoming the challenges facing their service and exploring opportunities for innovation.

We also want to celebrate the winners' willingness to go beyond conventional thinking, to try something new and radical to improve the council's performance.

This could involve service delivery, controlling costs, helping to meet our climate change objectives – any aspect of the vision we are trying to achieve as a council.

8. Respectful

We are open, honest and embrace difference.

For Luton's most vulnerable individuals and families, contact with a council employee may be a vital lifeline which has a huge impact on their lives.

This award aims to recognise the exceptional efforts of teams and individuals dealing directly with customers whose complex needs and difficult circumstances mean help and guidance from the council really does 'make a difference' in their lives.

In the course of their work the winners of these awards have been respectful of differences and are constantly aware of the different challenges and obstacles faced by various groups in the community. Their resolution of issues faced have had a lasting and meaningful impact on the community they serve.

9. Empowering

We trust our own decisions and those of others.

We are looking for teams or individual who have inspired colleagues, partners and customers with their exemplary attitude to work and dealing with others. They will have been totally committed to delivering the best possible outcomes by empowering colleagues, partners or customers to be the best they can be.

10. Supportive

We help each other to reach our full potential.

The council exists to serve the people of Luton, and everyone has their part to play in that, whether in a front line role dealing directly with customers or working hard in the background to keep services running smoothly.

The judges are looking for a team or individual who have made a lasting and positive difference to colleagues, partners and residents by exhibiting excellence in a supportive role and creating the best possible outcomes.

The winners here will have consistently delivered outstanding service, exceeding day-to-day service requirements, and demonstrated total commitment. They have been relentlessly focused on the wellbeing and progress of colleagues and the community.

11. Apprentice of the Year

This Award celebrates individuals who have excelled in their apprenticeship within the council, contributing significantly to our vision and goals. The award recognizes the dedication and outstanding achievements of apprentices who have demonstrated exceptional growth and commitment during their apprenticeship journey.

12. Outstanding Achievement of the Year

Open to individuals and teams alike, this award will celebrate a specific action or project from the previous 12 months that has made a big impact on colleagues, partners, customers or the community as a whole. Nominations should focus on one particular achievement from the last year – something which really made its mark, either within the council or across the whole borough.

13. Dare to Try (team award)

The award will go to a team that has shown willingness to go beyond conventional thinking and try something new and radical to improve the council's performance. It could involve service delivery, controlling costs, helping to meet our climate change objectives - and aspect of what we are trying to achieve as a council.

The chief executive will not just be looking at outcomes. Equal consideration will be given to initiatives which, even if they could not ultimately be delivered, demonstrated the sort of bold and free-thinking attitude that we will need to attain our goals.