CONTROL ROOM AWARDS /2024

RECOGNISING UNSUNG HEROS

Co-Founded by Rhiannon Beeson and Mike Isherwood in 2017, the Control Room Awards is a totally independent event that recognises and celebrates the life-saving work of staff in critical control rooms.

Join us in connecting with and celebrating our nation's critical control room heroes. A night where the whole control room community come together to nominate their colleagues with heart-warming stories of bravery, resilience, leadership and flawless service to the public.

"99% of emergencies start with a phone call. The control room answer, assess, manage, dispatch and control critical incidents, saving lives 24/7/365" says Mike Isherwood.

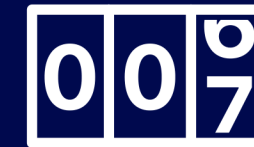**"And we believe that deserves recognition and celebration"**

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EVENT IN THE SPOTLIGHT
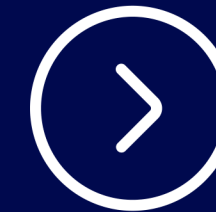
LOCATION:

Stoke on Trent

DATE:

18 July 2024

NOMINATION ESTIMATE:

200

EVENING ATTENDANCE:

150

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SPONSOR PACKAGES
& BENEFITS

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Control Room Awards	Headline Sponsor	Major Sponsor	Drinks Reception Sponsor	Award Sponsor
Attendee tickets	10	5	3	2
Branding in main logo lock up	x	x		
Dedicated press release announcing sponsorship	x			
Group press release with other sponsors		x	x	x
250 word profile carried on Control Room Awards website	x	x		
150 word profile carried on Control Room Awards website			x	x
Award category sponsorship	x	x	x	x
Branding on all pre event marketing materials	x	x	x	x
Speaking opportunity at the event (10 mins)	x			
Invitation to join judging panel	x			
Video to be shown on the evening	x			
Email to control room database (from our sponsor)	x	x	x	
Guest blog on Control Room Awards website	x	x		
Marketing materials included on table	x	x		
Social media posts promoting sponsorship	x	x	x	x
Post event photos for use on website	x	x	x	x
Branded signage in events hall	x	x	x	x
Bar and drinks sponsor branding			x	

SPONSORSHIP BREAKDOWN

HEADLINE SPONSOR / £25K package

We're looking for just one organisation to become the headline sponsor for the Control Room Awards 2024.

Exclusive Benefits

Naming as the headline sponsor

Corporate branding on all CRA collateral - online nomination portal, event portal and livestream

Award category sponsorship by your organisation, in addition to the main event sponsorship

Email to CRA database before and after event - 'From our major event sponsor'

Invitation to join the judging panel

Senior representative of your organisation to present the award in your sponsored category to the winner

Guest blog on the main CRA website

10 Attendee Tickets

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Benefits continued

Benefits Continued

Content to be featured on the online digital portal - including company bio,images, logo and website link	Corporate branding on all category award materials which will be presented to the recipients
Corporate branding on all pre-event promotional material announcing your organisation as the headline sponsor	Media package to include images and video from the awards ceremony
Corporate branding on all post-event communications highlighting your organisation as the major event sponsor	Strong allegiance to the awards
Corporate branding and web link carried on **www.controlroomawards.com** and announcing you as the major event sponsor	Exposure to a large, captive audience during the event
Corporate branding on all pre-event communications to the nominators and nominees	Exposure to large online audience in control rooms and at home
Corporate branding on electronic invitations which will be sent out to all delegates	Huge networking opportunity, availability to chat, video and message all the attendees online
Corporate branding displayed throughout the event announcing your organisation as the major event sponsor	Massive social media exposure to control room community

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MAJOR EVENT SPONSOR / £15K package

We're looking for just one organisation to become the major event sponsor for the Control Room Awards 2024.

Exclusive Benefits

Naming rights as Major Event Sponsor

150-word profile carried on www.controlroomawards.com and website

Corporate branding on all CRA collateral - online nomination portal, event portal and livestream

Award category sponsorship by your organisation, in addition to the main event sponsorship

Email to CRA database before and after event - 'From our major event sponsor'

Senior representative of your organisation to present the award in your sponsored category to the winner

Guest blog on the main CRA website

5 Attendee Tickets

Benefits continued

Benefits Continued	
Content to be featured on the online digital portal - including company bio,images, logo and website link	Corporate branding on all category award materials which will be presented to the recipients
Corporate branding on all pre-event promotional material announcing your organisation as the headline sponsor	Media package to include images and video from the awards ceremony
Corporate branding on all post-event communications highlighting your organisation as the major event sponsor	Strong allegiance to the awards
Corporate branding and web link carried on **www.controlroomawards.com** and announcing you as the major event sponsor	Exposure to a large, captive audience during the event
Corporate branding on all pre-event communications to the nominators and nominees	Exposure to large online audience in control rooms and at home
Corporate branding on electronic invitations which will be sent out to all delegates	Huge networking opportunity, availability to chat, video and message all the attendees online
Corporate branding displayed throughout the event announcing your organisation as the major event sponsor	Massive social media exposure to control room community

DRINKS SPONSOR / £8K package

Be the hero of the evening by sponsoring the free drinks. We're looking for just one organisation to become the drinks sponsor for the Control Room Awards 2024.

Exclusive Benefits
Naming as the Drinks Sponsor
Corporate branding on all CRA collateral - online nomination portal, event portal and livestream
150-word profile carried on www.controlroomawards.com and website
Three tickets to the Awards evening
Award category sponsorship by your organisation, in addition to the main event sponsorship

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AWARD SPONSOR / £5K per category

Our most popular way to support the Control Room Awards, our category sponsors choose an award that means something to their organisation.

- **Community Champion**
- **Team of the Year**
- **Leader of the Year**
- **Young Achiever of the Year**
- **Lifetime Achievement**
- **Call Taker of the Year**
- **Dispatcher of the Year**
- **Bravery and Courage**
- **Services to the Public**
- **John Gilhooly Award**

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Benefits
Corporate branding displayed on award materials including certificates
Invitation to attend the evening meal, to present the award and network with all candidates and sponsors
Announced on the night as an Award Sponsor to in-person and live-stream audiences
Social Media announcement as Award Sponsor with link to profile
50-word profile carried on www.controlroomawards.com announcing you as an Award Sponsor
Media updates and resources created to assist you in promoting your sponsorship
Unlimited access for team members to join the live streaming event
Corporate branding and web link carried on www.controlroomawards.com announcing you as an Award Sponsor
Exposure to a large, captive audience during the event
Huge networking opportunity, availability to chat, video and message all the attendees

SPONSOR THE CONTROL ROOM AWARDS 2024

This is a **MUST SPONSOR** event for anyone supplying and serving the Control Room Community. Sponsors will be awarded on a first-emailed-first-served basis..

To register your interest in a sponsors package email **info@controlroomawards.com**

You will receive a contract detailing your package and benefits

Review, sign and return the contract

You will receive your digital sponsor pack and invitation to the event

TStart promoting your involvement and support for the Control Room Awards 2024!

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THANK YOU