

BEST BAR NONE AWARDS' CEREMONY 16TH SEPTEMBER 2008

SPONSORSHIP PACKAGE

Background

Birmingham launched its first "Best Bar None" scheme on 29th January 2008 and by 29th February had received over 130 expressions of interest.

Assessments of licensed premises are currently taking place and will be completed by mid-June.

The Judging Panel will meet on 14th July to draw up a shortlist in each of the following categories:

- **Best city centre bar**
- **Best city centre pub**
- **Best suburban bar**
- **Best suburban pub**
- **Best hotel bar**
- **Best nightclub**

In addition, BRMB will be running a "listeners' vote" from **4th to 17th August**, allowing members of the public to vote for their chosen "best bar" from those shortlisted.

This is a multi-agency approach to promoting good practice in the licensed trade. Feedback from other cities where the scheme has already been introduced confirms that the project has driven up standards in the trade and has been positive in promoting tourism, leisure and a safer city.

This event is an ideal opportunity to target Birmingham's licensed trade and, therefore, is an ideal vehicle for your brand to be exposed in a cost-effective manner and in a way which links you to responsible management of licensed premises.

Sponsorship opportunities include the following:

Item	Estimated Cost
Accreditation Plaques (approx 100) @ £25 each	£2,500
Award Category	£2,000
Brochures	£1,500
Flowers	£800
String Quartet	£650
Cloakroom at ICC	£200

All sponsors will:

- feature in the event brochure and related publicity;
- have the opportunity to network with the licensed trade at the Awards Ceremony; and
- have an opportunity to provide a product sample to be given in a “goody” bag;

In addition, if you choose to sponsor a specific award category, you will:

- have the opportunity to present your award at the ceremony on 16th September;
- receive 4 free places at the awards ceremony (4 course black-tie dinner);
- have your logo profiled at the ceremony, as well as in the event brochure; and
- have on stage mentions by the host on the evening of the ceremony.