

Event Summary

The primary objective of this initiative is to establish a high profile annual focus on the financial services sector in Scotland.

This sector is intrinsically linked to business and impacts on the whole business world in many different and positive ways.

These awards are designed to reflect the impact the accountancy sector and Accountants who work in business have on business in general in Scotland.

Event Format

- Black tie gala awards ceremony for up to 300 guests
- Champagne reception
- 3 course meal including wine
- Awards presentations
- After Dinner speaker

Our Audience

The Awards are presented by their individual sponsors at the dinner, which will be attended by up to 300 people comprising directors of Scotland's accountancy firms, both large and small, their advisers including lawyers and bankers and representatives of the wider business community, incorporating accountants who work in business.

The initiative is backed by substantial coverage and promotion in Scottish Business Insider.



New Categories Below

- Accountant of the Year
- Accountancy Firm of the Year
- Large Accountancy Firm of the Year
- Medium Sized Accountancy Firm of the Year
- Small Accountancy Firm of the Year
- Private Sector Finance Team of the Year
- Public Sector Finance Team of the Year
- Young Accountant of the Year
- Insolvency Practitioner of the Year
- Training Manager of the Year
- Tax Advisor of the Year (Individual)
- Tax Team of the Year
- Advisory Team of the Year
- Outstanding Contribution

High net worth individuals

- 21% of our readers earn over £100K
- 61% of our readers earn £30K - £100K

Decision makers

- 51.5% of our readers are at Director level and above

Representatives from larger businesses

- 54% work for firms with a turnover of £5m+

*BBS Survey 2008. Publisher's estimate
(based on 3 readers per copy)

Title Sponsorship Opportunity

£25,000+vat

Benefits - At the Event

- Four tables of 10 at the event in prime position
- The opportunity to address the audience in a welcome speech at the event
- The opportunity for 2 people to sit on the top table at the event
- Presentation of your selected award category on stage at the event
- The opportunity to host a pre-dinner drinks reception for up to 42 guests at the event
- You will be presented as the principle sponsors of this event and on an equal basis with Insider
- Lead Logo branding in and around the room at the event including on-screen logo branding, logo branding in the drinks reception room and in the main room for the dinner
- Full page sponsors welcome within the event programme in prime position
- Full page colour advertisement in prime position within the event programme
- Verbal acknowledgement of your sponsorship during the evening
- Logo branding on all printed material for the event including event tickets, table plans etc.
- The opportunity to provide corporate branded gifts for all attendees at the event

Benefits - Business Insider Magazine/Business 7

- Lead Logo branding in all pre and post event editorial coverage within Scottish Business Insider Magazine from Jan 2012 - July/August 2012 (depending on date of signing)
- Lead level logo branding on all pre event advertisements within Scottish Business Insider magazine (Distribution 16,679 Source: ABC June 2010)
- Logo branding with hyperlink to your own website on www.scottishaccountancyawards.com

Benefits - Other Event Promotion

- Logo branding on all e-mail marketing documents sent to our database of 4500+ clients
- Discount of 50% on single page advertisements within Insider magazine and Business 7 between Jan 2012 - July/August 2012



Associate Sponsorship Benefits £15,000+vat

Benefits - At the Event

- Two tables of 10 (worth £2,200) at the event in a prime position
- The opportunity for 1 representative to sit at the top table at the event
- The opportunity to present 1 award on stage
- The opportunity to host a pre-dinner drinks reception for up to 21 guests
- Associate level logo branding in and around the room at the event including on screen logo branding
- Associate level logo branding in the drinks reception room and in the main event room
- Full page colour advertisement in prime position within the event programme
- Verbal acknowledgement of your sponsorship during the evening
- Associate level logo branding on all printed material for the evening including event tickets, table plans etc.
- Sponsorship platform to be shared with one other equal sponsor

Benefits - Business Insider Magazine

- Associate level logo branding on all coverage of the event in issues of Scottish Business Insider from Jan 2012 - July/August 2012 (subject to date of signing agreement)
- Associate level logo branding on all pre-event advertisements within Scottish Business Insider magazine (distribution 16,679 Source: ABC June 2010)
- Logo branding with hyperlink to your own website on www.scottishaccountancyawards.com

Benefits - Other Event Promotion

- Logo branding on all e-mail marketing documents sent to our database of 4500+ clients
- Discount of 50% on single page advertisements within Insider magazine and Business 7 between Jan 2012 - July/August 2012

Category Sponsorship £8,000+vat

Benefits - At the Event

- An opportunity for your Chief Executive or chosen representative to present the chosen award sponsored at the dinner
- A complimentary table of 10 places (worth £1,100) at the dinner to be hosted by your Chief Executive or chosen representative
- Branding on a sponsors' video show reel running throughout on large screens at various stages throughout the evening
- Verbal acknowledgements of the sponsorship during the evening
- Full page colour advertisement in the event programme opposite the editorial relating to the sponsored award

Benefits - Business Insider Magazine

- Logo branding on all coverage of the event in issues of Scottish Business Insider from Jan - July/ August 2012 (subject to date of signing agreement)
- Logo branding on all pre event advertisements within Scottish Business Insider magazine (distribution 16,679 Source: ABC July 2009 - June 2010)
- Logo branding with hyperlink to your own website on www.scottishaccountancyawards.com

Benefits - Other Event Promotion

- Logo branding on all e-mail marketing documents sent to our database of 4500+ clients
- Discount of 50% on single page advertisements within Insider magazine and Business 7 between Jan 2012 - July/August 2012

Support Sponsorship Opportunity £4,000+vat

Benefits - At the Event

- Table of 10 at the event
- Full page colour advertisement in the Event programme opposite the editorial page relating to the sponsored Award
- Verbal acknowledgement of your support level sponsorship during the evening

Benefits - Business Insider Magazine/ Business7.co.uk

- Support level logo branding* in all pre and post event editorial coverage within Scottish Business Insider Magazine from Jan -July/ August 2012 (depending on date of signing)
- Logo branding on all pre event advertisements within Scottish Business Insider magazine and business7.co.uk
- Support level logo branding* (with hyperlink to your own website) on the event website www.scottishaccountancyawards.co.uk

Benefits - Other Event Promotion

- Logo branding on all e-mail marketing documents sent to our database of 4500+ clients
- Discount of 50% on single page advertisements within Insider magazine and Business 7 between Jan 2012 - July/August 2012

***This level allows you all the benefits of category sponsorship, out with presenting an award on stage your logo will appear smaller than higher-level sponsors.

Event Programme Advertising

All guests attending the Scottish Accountancy Awards 2012 will receive an event programme at their place setting, promoting your brand to this audience couldn't be easier.

Full Page £850 Half Page £650

Design Service can be supplied.

Tickets for Event

Single Tickets £120 + VAT Tables of Ten £1100 + VAT

Price include:

- Pre Dinner Drinks Reception
- Official Dinner Programme
- 3 Course Meal
- Allocation of half bottle of wine per person
- After Dinner Speaker

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