

AWARDS EVENING

SPONSORSHIP BRIEF

FRIDAY 28TH APRIL 2023

VICTORY SERVICES CLUB, LONDON

WWW.CELEBRATINGFORCESFAMILIES.CO.UK



THE EVENT

Within the many events and awards evenings that happen across the UK's Armed Forces network this event focuses purely on serving families in the UK Armed Forces and those who support employment of military families.

The aim of the event will be to acknowledge and celebrate the resilience, the amazing projects families have undertaken, triumph over adversity and inspiring career paths taken whilst being part of the whole community.

The proposed date for the awards evening (run in the form of an evening dinner and dance with formal awards ceremony included) is Friday 28th April 2023 at the Victory Services Club, London. The event is supported by the Ministry of Defence through its Partner Employment Steering Group. It will be a non-profit event with any leftover funds being divided across family-related military charities representative across all three single Services.









JOINING VIRTUALLY

With key support by the BFBS Live Events Team, the evening will also be filmed live so that families can join virtually should they be unable to attend the evening in person; particularly those living in remote areas in the UK or overseas.

SPONSORSHIP PACKAGES

2023
CELEBRATING
FORCES FAMILIES
AWARDS

Headline Sponsor





Reception Sponsor



Agard Sponsor



Green Loom Sponsor





Choir Sponsor

Sponsorship Category Details



Media Partner Reception Sponsor

Award Sponsor Green Room Sponsor

Choir Sponsor

PRE-EVENT						
Sponsors' logos on the CFF website with backlink to the organisation's website and social media tagging.	1	*	*	*	☆	☆
Pre-event promotion such as website news stories, social media and invite emails	*	*	*	*	☆	☆
Arrival drinks and canapés including ability to utilise the Drinks Reception area for sponsor's branding purposes, alongside CFF branded materials			*			
Headline award sponsorship included plus one full table of guests (x10)	1					
Award branding with 2 x free tickets and to present award during the awards evening	*			*		
2 x free tickets* with additional tickets available at a discounted cost.		*	*		公	☆
Opportunity to add a suitable gift to the guests' gift bags (which includes the finalists)	*	*	*	*	\triangle	
Logos on high level e-screens above the main stage during the event throughout the event at appropriate times of proceedings. The Headline Award logo only will be shown alongside the CFF logo during the dining section of the evening	*	*	*	*	☆	☆
Headline sponsor's logo on named table cards - and to a theme of their choice.	*					
Sponsors' branding and company profiles included in the awards evening programme	*	*	*	*	☆	☆
Logo feature during performance and on marketing						☆
Include the sponsors' logos and mention them in the post-event publicity	1	*	*	*	☆	☆
Logo to feature in green room/area and social channels		1		*	公	

*Please note:

VIP Table guests will be by invite pending RSVPs and VIP nos attending.

Sponsorship Category Details

In addition to the table, on page 4, sponsors can expect the following as part of their package.

HEADLINE SPONSOR

You will be the over-arching sponsor of the whole Celebrating Forces Families (CFF) Awards evening.

Your own branded pop-up banners will flank the CFF2023 branding inside the main entrance to the awards evening. Apart from the Drinks Reception area, you will be able to have your branding on the large side-screens during the dining part of the evening in Carisbrooke Hall at Victory Services Club and the table names of each dining table will be themed to your preference and with your logo included on each table name card. Your organisation will receive formal thanks and recognition by our presenters at the start and include part of the collective thank you of all awards sponsors at the end of the awards section of the evening. A chosen representative(s) of your organisation will present not only the headline sponsor's award, but will also have 2 minutes to contribute to the closing speech post-awards.

You will have 10 free tickets for your guests; one of whom (of your choice) will be invited to join the VIP's Top Table.



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MEDIA PARTNER

This sponsor is already confirmed as the BFBS Live Events' Team who will be providing the live streaming functionality of the event as well as all the staging, sound, lighting, auto-cue and bookings/engagement with those presenting on stage.



DRINKS RECEPTION SPONSOR

Your organisation will be have full use of the large El Alamein and Trafalgar Suite which can hold up to 250 guests and will accommodate the Drinks Reception. There will be flat screens available for electronic branding of your choice, together with

cocktail tables for any branded material and open space for pop-up banners to be placed.

NB: This room will have one corner assigned to provide 'Green Room' facilities by BFBS for interviews and group photography - of which a combined CFF sponsors' banner will be flanking the rear CFF Awards branded screen and Green Room Sponsor banners.



AWARD SPONSORS (X 9)

Your organisation's branding is engraved onto the named award and up to two representatives are are invited to attend the evening, free of charge. One or both of your guests will then announce the winner and present the award to the winner(s) on stage.



GREEN ROOM SPONSOR

The Green Room will be placed in a corner of the official Drinks Reception to provide award interviews and general PR event publicity which will be manned by the BFBS Live Events Team.



CHOIR SPONSOR

Having enjoyed the Military Wives Choir singing at CFF2022, we are currently in conversation with having the Voices of Armed Forces Children Choir sing at the 2023 event. You may remember them singing at the recent Britain's Got Talent events during 2022.







The Award Categories

INSPIRATIONAL FAMILY MEMBER OF THE YEAR

(headline award)

Someone who has gone the extra mile as a family member of the Armed Forces community and, as a result of their efforts, has also helped inspire others. This award can be for someone of any age.



YOUNG PEOPLE'S AWARD: GIVING BACK TO THE ARMED FORCES COMMUNITY

For a child of someone who serves who has given their time and energy to the betterment of the Armed Forces community - up to the age of 18 years of age.



FAMILY VOLUNTEER OF THE YEAR

This could be a military family or individual family member of any age who has volunteered towards an Armed Forces cause.



OVERCOMING ADVERSITY

An award for a military family member who has experienced and achieved success despite living through an unfortunate event, experiencing difficulties or challenges. This could be based around mental, emotional or social challenges - or all three!







MILITARY FAMILY CHARITY OF THE YEAR

A charity which has provided exemplar support to Armed Forces families during 2022.



SOCIAL MEDIA INFLUENCER OF THE YEAR

For someone who is part of the military family, and been instrumental in spreading the word and supporting the Armed Forces community through social media.



ARMED FORCES ADVOCATE(S) OF THE YEAR

The winner publicly and positively supports serving Armed Forces community. This could be a school, group/club, family or an individual!



AWAY FROM HOME AWARD

Specifically for a family member, or family who is/are based overseas and has/have gone above and beyond to help their local military community wherever they are based.



SMALL BUSINESS OWNER OF THE YEAR

For a military family member who has set up their own business due to the nature of a mobile lifestyle in the Armed Forces and made it the best it can be, no matter what size.



EXEMPLAR FORCES FAMILY FRIENDLY EMPLOYER OF THE YEAR

For the employer who has signed the Armed Forces Covenant, uses Forces Families Jobs and is actively seeking and supporting the employment of partners of those who serve in the Armed Forces, including young adult dependants.



CELEBRATING FORCES FAMILIES AWARDS

CONTACT THE EVENTS TEAM

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CREATED ESPECIALLY BY

DESIGN-JESSICA