

SPONSORSHIP OPPORTUNITIES 2026



LIVERPOOL CITY REGION
**TOURISM
AWARDS
2026**

#LCRTA26 @LCRTourismAward

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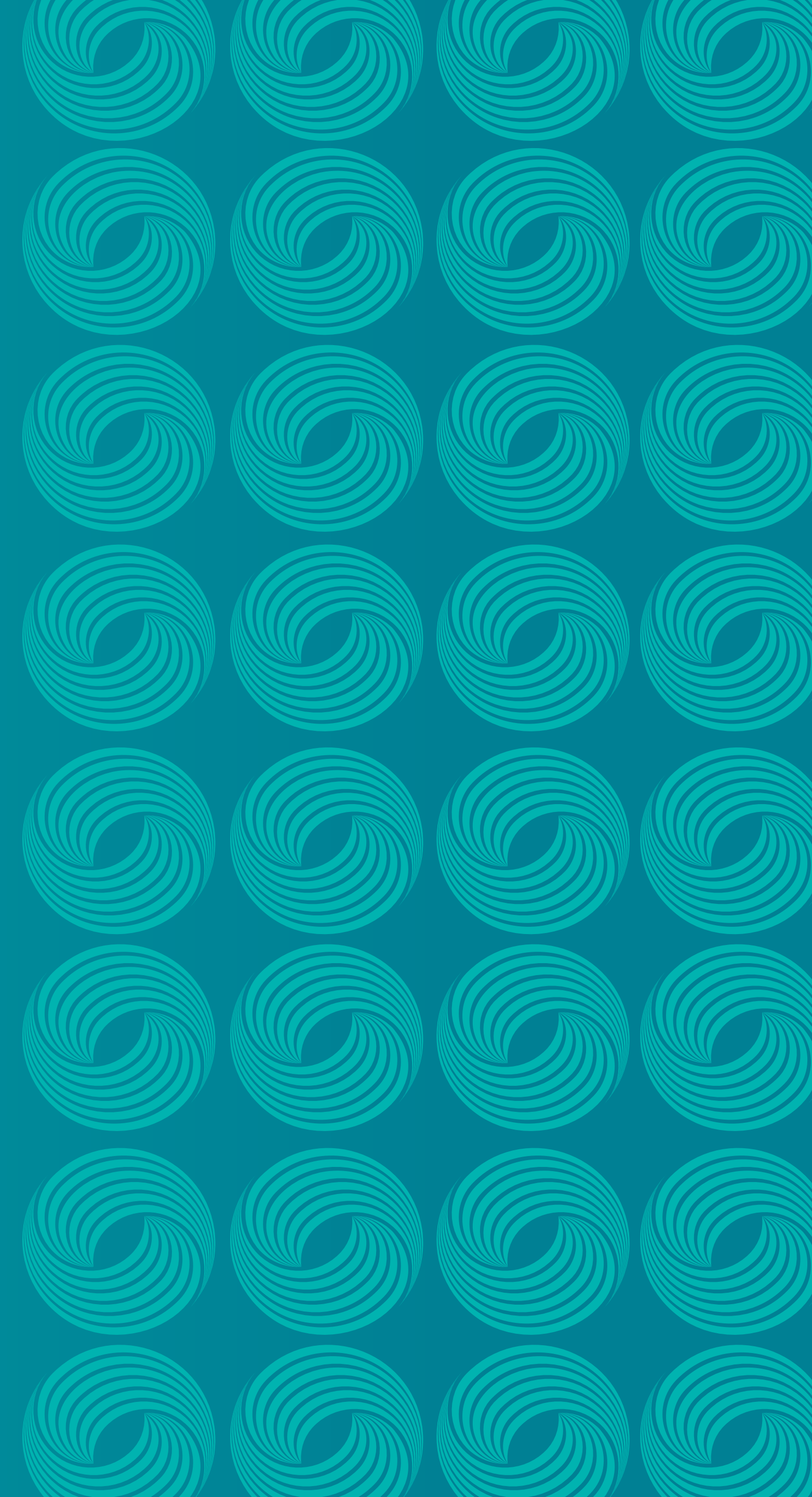


WHY SHOULD YOU SPONSOR?

The Liverpool City Region visitor economy welcomes over 60 million visitors annually, generates more than £6.25 billion for the local economy, and supports over 55,000 jobs across our six boroughs. It is a sector that touches every community and every part of our cultural and economic life.

The event is attended by over 600 people from private and public sector companies within the hospitality and tourism sector across Liverpool City Region - a platform for companies to meet and network and keep up with industry news.

The awards don't just celebrate excellence – they help define it. They shine a spotlight on the world class experiences across Liverpool City Region and they help us tell a powerful story about what makes this region such an exceptional destination.



BRAND AWARENESS

Showcase your product/service ensuring your business/brand is positioned at the forefront of the hearts and minds of the tourism organisations that make up our city region.

COMMUNICATIONS

Raise awareness of your brand as part of an integrated communications campaign including branding and messaging within targeted e-shots, press releases and web presence.

NETWORKING

Gain access to a wide range of key decision makers in the tourism and hospitality industry via exclusive networking opportunities and events.

SOCIAL NETWORK

Be part of our active social media network #LCRA26 including Facebook, Instagram & Linked In.

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AWARD CATEGORIES

1. Small Serviced Accommodation Provider of the Year
2. Self-Catering Accommodation of the Year
3. Large Hotel of the Year
4. Business Events Venue
5. International Tourism Award
6. Small Visitor Attraction of the Year
7. Large Visitor Attraction of the Year
8. Experience of the Year
9. Accessible and Inclusive Tourism Award
10. Regenerative Tourism Award
11. New Tourism Business of the Year
12. Pub of the Year
13. Taste of Liverpool City Region – Café of the Year
14. Taste of Liverpool City Region – Restaurant of the Year
15. Independent Tourism Business Award
16. Entertainment Venue of the Year
17. Event / Festival of the Year (second round public vote)
18. Unsung Hero Award
19. Tourism Young Person of the Year
20. Outstanding Contribution to Tourism

HEADLINE SPONSOR (PLATINUM) - £9,500 + VAT

As Headline Sponsor your brand will be fully integrated into the event with a range of benefits – from launch of the nominations process through to the event itself, providing long-term marketing communications opportunity. You will be recognised as Headline Sponsor throughout all print, digital and live communications. The features and benefits of this partnership will include:



BENEFITS PRE-EVENT

- Named association with the awards 'in association/ sponsored by'.
- Association with a specific/appropriate prestigious tourism award category.
- High profile branding exposure throughout the media and communication campaign through the year.
- Acknowledgement as headline sponsor and quote in a range of targeted press releases.
- Company logo displayed prominently on all printed materials.
- Hyper link from event web pages to your company website.
- Company logo on e-blasts to tourism businesses to drive nominations.
- Company logo on nominee and guest correspondence as headline sponsor.
- An opportunity for one of your senior executives to join the judging panel.
- Extensive social media activity across Facebook, Instagram and Linked In in the lead up to the ceremony

BENEFITS ON THE EVENING

- Opportunity to provide 2-minute keynote speech – in person or video
- Opportunity to present an award to the winner of your sponsored category on stage at the awards presentation.
- 12 VIP tickets to attend the LCR Tourism Awards ceremony including drinks.
- Company logo on front page within the LCR Tourism Awards official souvenir programme.
- Priority placement and full-page advert inside the LCR Tourism Awards souvenir programme.
- Prime display of company logo throughout the on-screen presentations.
- Opportunity to showcase promotional footage on screen during dinner.
- Verbal acknowledgement of support at strategic points throughout the evening from the event host.
- Company logo on all winner's trophies.
- Photo taken with winner and posted online, with sponsor recognition.
- Access to circa 600 people involved in the visitor economy on the night of the Awards.
- Access to key private/public sector decision makers from across Liverpool City Region.
- Prominent branding on photographic board.
- Branding included on printed seating / table plans.
- Opportunity to provide guest gift

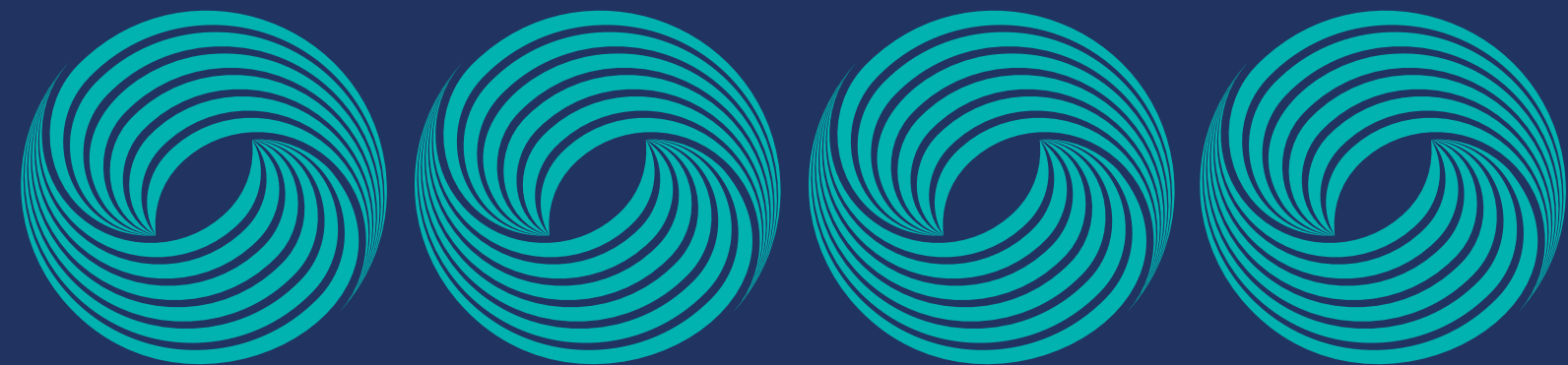
BENEFITS POST-EVENT

- Exposure through post event media and communication campaign.
- Acknowledgement in post-event feature in The Metro
- Specific social media recognition and thanks to Headline sponsor.
- Official event photography posted online on Tourism Awards website.
- Continued recognition on online material that is produced to showcase winners e.g. logo on winners' email footers and winners' social tiles.
- Invitation to the winners' celebration event, including an opportunity to be featured in the event highlights video.
- First refusal on sponsorship the following year



ASSOCIATE SPONSOR (GOLD) - £5,250 + VAT

As associate sponsor your brand will be profiled as a key supporter of the event along with maximum two other sponsors. You will have the opportunity to engage with the event over a six-month period and recognised as associate sponsor throughout all print, digital and live communications. The features and benefits of this partnership will include:



BENEFITS PRE-EVENT

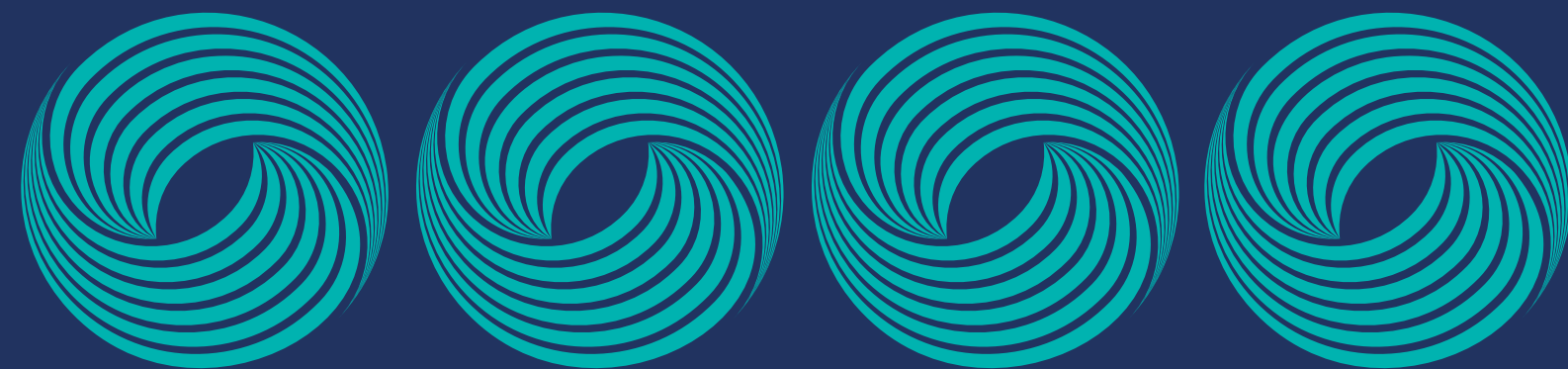
- Association with one of the prestigious tourism categories.
- Branding and exposure throughout the media campaign to attract nominations.
- Acknowledgement as associate sponsor in a range of targeted press releases.
- Company logo displayed on all printed materials including correspondence, posters/ flyers and invitations as associate sponsor.
- Branding on dedicated LCR Tourism Awards web pages.
- Hyper link from event web pages to your company website.
- Branding on e-blasts to tourism businesses to drive nominations.
- Extensive social media activity across Facebook, Instagram and Linked In in the lead up to the ceremony.

BENEFITS ON THE EVENING

- Opportunity to present an award to the winner of your sponsored category on stage at the awards presentation.
- 10 VIP tickets to attend the LCR Tourism Awards including drinks.
- Company logo featured within the LCR Tourism Awards official souvenir programme.
- Company name on winner's trophy
- Full page advert within the LCR Tourism Awards official souvenir programme.
- Prominent display of company logo throughout the on-screen presentations.
- Opportunity to showcase promotional footage on screen during dinner.
- Verbal acknowledgement of support at strategic points throughout the evening from the event host.
- Photo taken with winner and posted online, with sponsor recognition.
- Access to over circa 600 people involved in the Visitor Economy on the night of the Awards.
- Access to key private/public sector decision makers in visitor economy across Liverpool City Region.
- Logo featured on photographic sponsor backdrop.

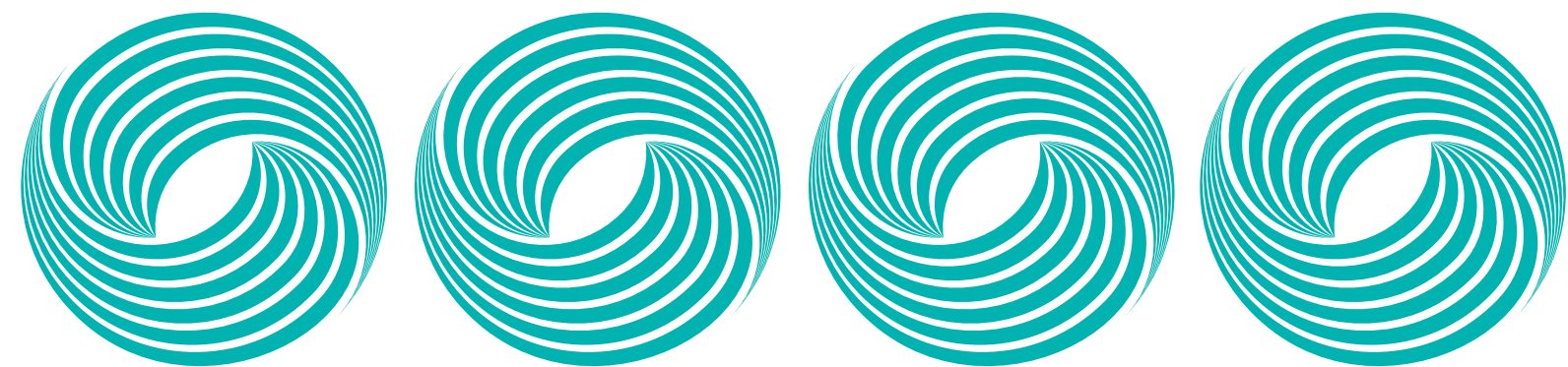
BENEFITS POST-EVENT

- Media exposure as associate sponsor through relevant press releases following the event.
- Acknowledgement in post-event feature in The Metro.
- Specific social media recognition and thanks to Associate sponsor.
- Continued recognition on online material that is produced to showcase winners e.g. logo on winners' email footers and winners' social tiles.
- Invitation to the winners' celebration event, including an opportunity to be featured in the event highlights video.
- First refusal on sponsorship for future years.



CATEGORY SPONSOR (SILVER) - £3250+ VAT

As category sponsor you will have the opportunity to be associated with one of the prestigious categories of your choice (subject to availability). Your business/brand will be profiled alongside this category pre, during and post event through a number of strategic communication methods. The features and benefits of this partnership will include:



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BENEFITS PRE-EVENT

- Association with one of the prestigious tourism award categories.
- Acknowledgement as category sponsor in related press releases.
- Branding on dedicated LCR Tourism Awards web pages.
- Hyper link from event web pages to your company website.
- Extensive social media activity across X, Facebook, Instagram and Linked In in the lead up to the ceremony.

BENEFITS ON THE EVENING

- Presentation on stage of the Award winner of the category you sponsor.
- 5 VIP tickets to attend the LCR Tourism Awards including drinks.
- Full page advert within the LCR Tourism Awards official souvenir programme.
- Company logo displayed on-screen presentation throughout the evening.
- Opportunity to showcase promotional footage on screen during dinner.
- Acknowledgement of you as category sponsor during the ceremony.
- Present the winner with the award trophy.
- Company name on winner's trophy.
- Photo taken with winner and posted online, with sponsor recognition.
- Access to over circa 600 people involved in the Visitor Economy on the night of the Awards.
- Access to key private/public sector decision makers in the Visitor Economy across Liverpool City Region.

BENEFITS POST-EVENT

- Acknowledgement in winners press release.
- Acknowledgement in post-event feature in The Metro.
- Continued recognition on online material that is produced to showcase winners e.g. logo on winners' email footers and winners' social tiles.
- Invitation to the winners' celebration event, including an opportunity to be featured in the event highlights video.
- First refusal on sponsorship for future years.



DRINKS RECEPTION (£5,000+ VAT)

BENEFITS PRE-EVENT

- Acknowledgement as Drinks Sponsor in relevant press releases.
- Branding on dedicated LCR Tourism Awards web pages.
- Hyper link from event web pages to your company website.
- Extensive social media activity across X, Facebook, Instagram and Linked In in the lead up to the ceremony.

BENEFITS ON THE EVENING

- Opportunity to showcase and promote your product or service.
- Promotional material in drinks reception e.g., pop ups, banners etc.
- Opportunity to showcase promotional footage on screen during dinner.
- Half page advert within the LCR Tourism Awards official souvenir programme
- 10 VIP tickets to attend the LCR Tourism Awards ceremony.
- Verbal acknowledgement of sponsorship by the event host.
- Company logo displayed on-screen presentation as Drinks Sponsor.

BENEFITS POST-EVENT

- Acknowledgement in winners press release.
- Acknowledgement in post-event feature in The Metro.
- Specific social media recognition and thanks to Drinks Reception sponsor.
- Continued recognition on any printed material that may be produced to showcase winners.
- Invitation to the winners' celebration event, including an opportunity to be featured in the event highlights video.
- First refusal on sponsorship for future years.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

We also have a range of additional partner packages available including room dressing, table decorations, entertainment, guest gifts and would be delighted to create a package tailored to suit your business and marketing requirements. Please get in touch to discuss in more detail.

NEXT STEPS

Katie Isaacson, Cool Breeze Agency
tourismawards@coolbreezeagency.com
07910 888217

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