

# 2025

# SPONSORSHIP PACK

## About Experience Guildford

Experience Guildford- Business Improvement District look after 556 town centre businesses. Dedicated to promoting and supporting town centre retail, leisure and hospitality, increasing footfall, and enhancing local events.

EG has a very active website and app where visitors can easily find comprehensive information on where to park in Guildford, upcoming events, and the ever popular Privilege Card.

Info:

@experiencegford

www.experienceguildford.com

## Social media



**Website visits:** 76,000 visitors annually



**Social media followers:** 25k across  
Instagram Facebook, X, LinkedIn



**App downloads:** 4300



**Consumer Newsletter Subscribers:** 2k



**Business e-shots:** 1k

# Experience Guildford Business Awards 2025

There are 9 categories split up into 7 Business Awards and 2 People Awards.

The judging process for the awards will be structured to ensure fairness, transparency, and diversity in evaluation. Here's how it will work: A total of up to 9 judges will be selected, each bringing unique expertise and perspectives to the evaluation process. Each judge will have the opportunity to choose a category they are most passionate about or have expertise in. This allows for informed and insightful assessments, as judges will be evaluating work that aligns with their interests and knowledge.

## **Event Timeline**

Application: March/April- Forms will be added on the website

Judging: May/June

Awards Ceremony: July 16th 2025

## Categories:

### **Company awards:**

Independent Business Award  
New Business of the Year Award  
Night-time Economy Award  
Work in the Community/Community Support Award  
Business of the Year Award  
Sustainability/Green Award  
People's Choice Award

### **People Awards:**

Long Service Award  
Best Customer Service Award

# Sponsorship Packages

We offer two sponsorship packages designed to meet various marketing objectives. Below are the available sponsorship levels:

## Main Sponsor - £5000

**Premium Brand Visibility:** Your logo will be showcased on all event materials—both digital and printed—including invitations, programs, banners, certificates, trophies, and social media graphics.

**Award Presentation & Stage Time:** Present Business of the year category winner on stage and receive up to three minutes to address the audience, providing an exclusive opportunity to spotlight your brand or message.

**Press Release Inclusion:** Your company will be highlighted in a dedicated press release, increasing exposure in local media outlets. Receive a featured business story on the Experience Guildford website's news page, amplifying your brand to the local community and beyond.

**Ongoing Recognition:** Enjoy mentions across social media channels, as well as ongoing brand presence throughout the awards campaign, ensuring consistent visibility before, during, and after the event, such as our billboard and our Independents magazine.



## Category Sponsors - £500

**Category Judge & Winner Selection:** As the sponsor, you'll actively participate in evaluating entries and selecting the winner for your sponsored category.

**Brand Visibility & Certificate Recognition:** Your business logo will appear on all certificates for the sponsored category, ensuring lasting brand association.

**Press & Media Coverage:** You'll be mentioned in press releases, event-related news articles, and official announcements tied to your sponsored category.

**Awards Presentation:** Present the award to the category winner on stage, providing exposure and the chance to address attendees.

**Social Media Mentions:** Receive dedicated recognition across the event's social media channels, enhancing your reach and credibility.

**For further enquiries contact:**

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