

2026

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:** 80,000 visitors annually

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

 **App downloads:** 8000

 **Consumer Newsletter Subscribers:** 2k

 **Business e-shots:** 1k

Experience Guildford Business Awards 2026

The Experience Guildford Business Awards offer sponsorship opportunities across 10 categories.

There is one exclusive sponsorship opportunity available per category. Sponsors are invited to support a category they are most passionate about, helping to recognise and celebrate excellence within Guildford's business community. This is a fantastic opportunity to position your brand alongside one of Guildford's key business events, while supporting and championing local businesses.

Event Timeline

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

Judging: May/June

Awards Ceremony: 15th July 2026

Award Categories:

Independent Business Award
New Business of the Year Award
Hospitality of the Year Award
Community Spirit Award
Business of the Year Award
Greener Guildford Award
People's Choice Award
Long Service Award
Creative Vision Award
Best Customer Service Award

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.

Event Banner Branding: Your logo will be featured on the main event backdrop at the awards ceremony, where guests and winners will be taking official event photographs.

For further enquiries contact:

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