

2027

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: 27k across Instagram, Facebook, X, LinkedIn



App downloads: 8000



Consumer Newsletter Subscribers: 2k



Business e-shots: 1k

Experience Guildford Business Awards 2027

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: 14th July 2027

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

Sponsorship Packages

MAIN SPONSOR — £5,000

Our premium sponsorship opportunity, providing prominent brand visibility throughout the Experience Guildford Business Awards.

Premium Brand Visibility

Logo placement across key digital and printed event materials, including invitations, programmes, banners, certificates, trophies and social media graphics.

Award Presentation & Stage Time

Present the Business of the Year Award and receive up to three minutes on stage to address guests and showcase your organisation.

Press & Editorial Coverage

Dedicated inclusion in awards press activity, plus a featured business story on the Experience Guildford website.

Ongoing Campaign Exposure

Regular recognition across Experience Guildford's social media and awards communications before, during and after the event.



CATEGORY SPONSOR — £700

Align your organisation with one of our award categories and play an active role in celebrating excellence within Guildford's business community.

Brand Visibility

Your logo will feature on certificates for your sponsored category and on the main event backdrop used for official awards photography.

Awards Presentation

Present the award to your category winner on stage at the Experience Guildford Business Awards ceremony.

Press & Media Coverage

Receive recognition in relevant press releases, event news and announcements relating to your sponsored category.

Social Media Recognition

Your organisation will be recognised across Experience Guildford's social media channels as an official category sponsor.



YOUR ROLE AS A CATEGORY SPONSOR & JUDGE

As a Category Sponsor, your organisation will also appoint a representative to act as the judge for your sponsored award category. This is an important part of the Experience Guildford Business Awards process and gives sponsors the opportunity to learn more about the businesses and people making a difference across Guildford.

Reviewing Applications

You will receive all applications submitted for your sponsored category. Judges are responsible for reviewing each entry fairly and selecting the five strongest applicants as finalists.

Selecting the Top Five

Following your review, you will submit your chosen five finalists to the Experience Guildford team. The finalists will then be officially notified and introduced to you to arrange the next stage of judging.

Finalist Interviews

You will conduct a short interview with each of your five finalists, giving you the opportunity to find out more about their achievements and explore their application in greater detail. Following the interviews, you will select your overall category winner.

Awards Ceremony

As Category Sponsor and Judge, you will play an important role in the awards ceremony. You will be asked to prepare a short speech about the category and finalists, before announcing the winner and presenting the award on stage.

Your Commitment

By becoming a Category Sponsor, you are not only supporting the Experience Guildford Business Awards but also playing an active role in recognising and celebrating the businesses, teams and individuals whose hard work contributes to the success of Guildford town centre.





For further enquiries contact:

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