

# SOUTH OF SCOTLAND *Thistle Awards*

## 2023 SPONSORSHIP *Opportunities*

For more than 28 years, the prestigious Scottish Thistle Awards have been the ultimate sign of quality and excellence in the visitor economy: our very own Oscars! At the invitation of VisitScotland, for the first time ever, the South of Scotland will host its own Thistle Awards at the regional stage of the national competition, enabling our rural businesses to compete against similar businesses.

**This is a unique opportunity** for business to celebrate all that the South of Scotland offers visitors and to support this unique event. It will raise the region's profile, sending regional winners forward to VisitScotland's National Thistle Awards finals later in 2023. This national stage will provide a fertile ground for our Scotland Starts Here message.

**The awards** present an ideal opportunity to showcase the quality of tourism products in the region, support the development of a sustainable and local visitor economy, and recognise the national ambitions from Outlook 2030, the National Strategy for Economic Transformation and Responsible Tourism.

**And be assured** the celebration of the South of Scotland Thistle Award winners is not just about one ceremony on one night. These inspirational winners will be celebrated and championed as individual case studies of excellence throughout the year on our website and social media channels.

The awards and their legacy will help build awareness and recognition of our region and raise our profile with national tourism bodies and key financial stakeholders. These awards will generate publicity and continue to reinforce the message that **Scotland AND Excellence Start Here!**





**Vital to the success of this inaugural event will be the support shown by the industry and partners. By either sponsoring a category or offering in-kind support, you can take advantage of this unique opportunity to be recognised as a proud supporter of the tourism industry in the South of Scotland. Raise your business' profile, find new opportunities for future collaborations and create introductions for further partnerships.**

As this is the first year, you have the chance to get in at the ground floor – there is going to be increased interest in these first South of Scotland awards from press regionally and nationally. Join us this year and make this event a celebration of the South, where Scotland Starts!

#### CATEGORY SPONSORSHIP INCLUDES:

##### Communication and Marketing Opportunities

- Your business name associated with your chosen category pre- and post-event.
- Reach over 75K on SSDA and Scotland Starts Here across multiple social media channels as well as blogs and press articles, pre and post event.
- Receive support and recognition from VisitScotland.
- Prominent positioning on South of Scotland Thistle Awards webpage.

##### On the Night at the Cairndale Hotel, Dumfries on Thursday, 5th October 2023

- Brand promotion at Award Ceremony and dinner with on-screen branding and logo positioning.
- Two complimentary tickets to Award Ceremony and dinner
- Invitation to present the award of your chosen category
- Photography on the night with category winners
- Acknowledgement of support in the Social Media campaign on the night
- **For this, the inaugural year, we are keen to establish strong relationships and partnerships. To sponsor a category award for 2023 there will be a one-off discounted price of £2,000 (ex VAT).**

#### IN-KIND OPPORTUNITIES

In-kind opportunities are also available, there is an area where you can contribute, such as providing service expertise, products at cost price or promotional material then we're keen to hear from you, please get in touch.





## REGIONAL CATEGORIES AVAILABLE

- Best B&B or Guest House Experience Award
- Best Bar or Pub Award
- Best Eating Experience Award
- Best Hotel Experience Award
- Best Outdoor or Adventure Experience Award
- Best Self-Catering Accommodation Experience Award
- Best Visitor Attraction Award
- Celebrating Thriving Communities
- Climate Action Award
- Inclusive Tourism Award
- Innovation in Tourism Award
- Outstanding Cultural Event or Festival Award
- Tourism & Hospitality Employer of the Year Award
- Tourism Individual of the Year

### Contact us now to discuss how to get involved

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