



in association with
CALEDONIA PARK
DESIGNER OUTLET

2025 SPONSORSHIP *OPPORTUNITIES*

Here in the South of Scotland we are delighted to celebrate the excellence, quality and innovation that our hospitality and tourism providers offer. For the past two years we have been able to do this by holding one of five regional awards that feed into the national Scottish Thistle Awards.

Over the past two years we have exceeded all expectations and have received as many national Thistle Awards as the previous 21 years put together! The South of Scotland's presence is being felt and celebrated by both industry and potential visitors.

We are incredibly grateful that the Caledonia Park Designer Outlet are our headline sponsors for a third year. They, along with many of our generous categories sponsors, have been with us from the beginning, ensuring we continue to provide this incredible and important event.



South of Scotland Thistle Awards

Vital to the success of the South of Scotland Thistle Awards is the support provided by our sponsors. By sponsoring a category you can take advantage of this unique opportunity to be recognised as a proud supporter of the tourism industry in the South of Scotland as well as finding new collaborations and partnerships.

Together we can increase our region's profile, showcase the quality tourism products and shout louder and prouder about the South of Scotland! The celebration of the South of Scotland Thistle Award winners is not just about one ceremony on one night. These inspirational finalist and winners are celebrated and championed as individual case studies of excellence throughout the year by Scotland Starts Here and VisitScotland.

CATEGORY SPONSORSHIP INCLUDES:

Communication and Marketing Opportunities

- Prominent recognition, positioning and links on South of Scotland Thistle Awards webpages.
- Your business name associated with your chosen category pre and post event.
- A reach of over 75K on SSDA and Scotland Starts Here across multiple social media channels.
- Targeted blogs, newsletters and press articles delivering your message to the industry.
- Opportunity to network and collaborate with potential customers.
- Additional opportunities with the SSDA Conference in 2026.

On the Night in Dumfries & Galloway on Thursday, 2nd October 2025

- 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.
- Recognition of support in the Social Media campaign on the night.
- Acknowledgement and links in the evening digital programme.

Sponsor a South of Scotland Thistle category award for £3,000 (ex VAT)



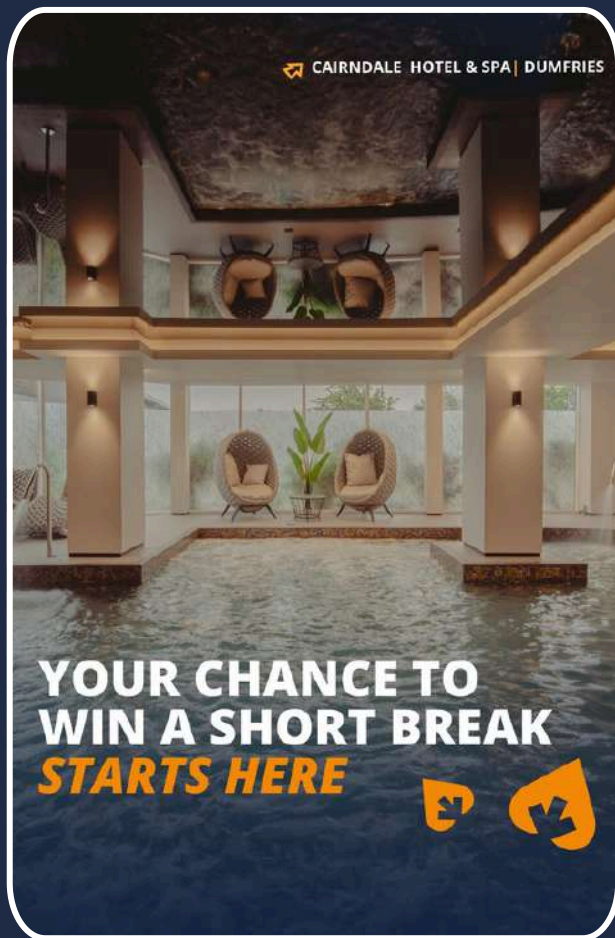
2024 Awards Promotional Impact



28 Pieces of national and regional Press Coverage



Combined total of publication-wide audience: 907M



A reach of 4.8M across social media channels



22K views of blogs featuring winners on Scotland Starts Here



Winners included in over 10K SSH and SSDA monthly newsletters

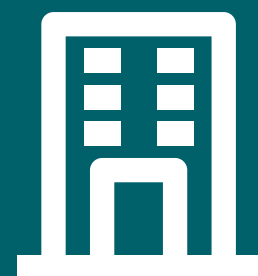
SOSTA Industry Engagement in 2024

01



Over 100 entries
from business and
organisations
across the South of
Scotland

02



Regional
representation in
the Industry Panel
shaping the awards
programme

03



Key priority in the
regions
Responsible
Tourism Strategy

04



12 businesses
representing the
South of Scotland at
the Scottish Thistle
Awards and FOUR
winners!



South of Scotland Thistle Awards

in association with
CALEDONIA PARK

DESIGNER OUTLET

REGIONAL CATEGORIES AVAILABLE:

- Best Bar or Pub
- Best Eating Experience
- Best B&B or Guest House Experience
- Best Hotel Experience
- Best Self-Catering or Unique Stay
- Best Visitor Attraction
- Best Outdoor or Adventure Experience
- Outstanding Cultural Event or Festival
- Best Community Tourism & Event Initiative
- Inclusion Award
- Climate Action Award
- Innovation Award
- Employer of the Year
- Individual of the Year
- Rising Star Award



Contact us now to discuss how to get involved:
Sarah Macdonald
South of Scotland Destination Alliance
email: sarah@ssdalliance.com
mobile: 07770 781464
website: <https://www.ssdalliance.com/thistles>

Delivered by South of Scotland Destination Alliance
Supported by South of Scotland Enterprise and VisitScotland



Regional Partner of

