



21 great reasons to sponsor The ABBBAs!

1. **Enhances brand recognition:** Sponsoring business awards will help increase your brand recognition and awareness.
2. **Builds brand loyalty:** You'll help build loyalty amongst your customers and employees, as well as the broader business community.
3. **Demonstrates industry leadership:** Sponsoring business awards can demonstrate that you're a leader in your industry and committed to recognising and celebrating excellence.
4. **Boosts employee morale:** When employees see their company sponsoring business awards, it can boost their morale and sense of pride in working for the company.
5. **Flexible packages:** We're an inclusive company and believe in offering opportunities for both large and small businesses. We offer flexible sponsorship opportunities for both small and large businesses and organisations.
6. **Increases networking opportunities:** Sponsoring business awards will usually provide you with great networking opportunities with other businesses, industry leaders and potential customers. At our glittering awards ceremony there'll also be plenty of networking opportunities.
7. **Enhances credibility:** You'll enhance your credibility and reputation within the business community.
8. **Generates positive publicity:** Sponsorship can generate positive publicity which can lead to increased visibility and business opportunities.
9. **Align with a trusted brand:** Life In...Magazines is well known and loved by thousands after having built a loyal following – both online and offline. By sponsoring The ABBBAs, you'll be aligning yourself with a local brand that people trust.
10. **Helps attract new customers:** Sponsoring awards can help attract new customers who are impressed by the sponsoring business's commitment to recognising excellence.



11. **Improves customer retention:** You'll demonstrate your commitment to your customers, members and the broader business community.
12. **Provides market research opportunities:** You'll be able to connect with other businesses and learn about industry trends.
13. **Discounted tickets:** The ABBBAs culminates in a glittering awards ceremony to highlight and celebrate the winners. All sponsors receive discounted tickets for showing their support. If you're a headline sponsor or secondary sponsor you also receive some free tickets!
14. **Boosts community engagement:** You can boost engagement with the local community and demonstrate your commitment to supporting local businesses.
15. **Helps attract and retain talent:** Sponsoring The ABBBAs can help attract and retain top talent by demonstrating your commitment to recognising and rewarding excellence.
16. **Provides opportunities for brand positioning:** It will help position your brand as innovative, supportive or value-driven, depending on the focus of the awards.
17. **Increases social media engagement:** You can generate a buzz on social media, leading to increased engagement with your social media channels.
18. **Increases social media awareness & following:** Life In...Magazines will be promoting you as a sponsor, increasing your awareness and possibly your following too!
19. **Enhances business relationships:** Your relationships with business partners, suppliers and other stakeholders can be enhanced by demonstrating your commitment to recognising excellence and fostering a supportive business community.
20. **Magazine promotion:** The ABBBAs ties in well with Life In...Magazines' local publications, so we'll be giving shout-outs to those supporting the exciting borough-wide awards – pre- and post-awards!
21. **First refusal for next year's ABBBAs:** All sponsors will be given first refusal for the 2024 awards. We want to build on a successful debut event by offering The ABBBAs every year – and your involvement will mean first refusal across the various sponsorship packages.