



The
**Family
Business
Community.**

Yorkshire & Humber Awards



#YHFBA2022

Welcome

Welcome to the Yorkshire & Humberside Family Business Awards

Held on Friday 11th November 2022 and taking place at the Headingley Stadium in Leeds, The Yorkshire and Humberside Family Business Awards (YHFBA) offers a fantastic opportunity to celebrate and represent family businesses of all sectors, shapes, sizes and ages from across the Yorkshire and Humberside region.

The Awards are organised by The Family Business Community and offers our sponsors the chance to position your brand alongside a prestigious, high profile event which celebrates the region's finest family businesses.

Our Co-host for the evening alongside Dave Clarkson and Sue Howorth, will be Nigel Barden, a food and drink broadcaster. He has combined a long career at BBC Radio with numerous TV appearances, hosting at live consumer events and food festivals, judging awards and also as a restaurant critic and sought-after food and drink industry compère. He grew up on a farm, worked as a land agent in Yorkshire and is a former wine merchant.

Our Yorkshire and Humberside Family Business Awards offer the chance to get involved and be a part of a comprehensively marketed Family Business Awards ceremony which champions family businesses, and the contributions they make to the successes across the Yorkshire and Humberside region.

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Winners of Our Awards

Don't take our word for it! Here's what previous sponsors and winners of the North West Family Business Awards had to say.

We loved it. We really did. From the bottom of our hearts, thank you.

A wonderful time was had by all. Very friendly, warm atmosphere. Great people. Well done to everyone involved including the sponsors and judges.

It was the best. You could not have done it any better.

Inspiring family businesses.

Proud.

Great night. Best yet.

The best show in town.

Right from the start you have made every stage easy to navigate and fun to take part in. The evening event was fabulous and the montage videos were hilarious!! We feel privileged to have been able to take part, let alone win our category!! So thank you, we've loved every minute of it!

Wonderful.

The best night in Cumbria. Bar none.

Proud to be a finalist and to have been inspired by many other successful family businesses.

Shone like stars.

Outstanding finalists.

Absolutely thrilled to tiny bits to have won one of your awards.

What an amazing evening. The atmosphere was electric.

The night was spectacular. We will remember it forever!

Emotional.

What a night! Wow! Thank you.

What an amazing night. The hospitality was exceptional. Our hosts knocked it out of the park. New friendships formed, reunited with many special friends too. The night was inspirational, emotional, uplifting. It was the perfect gig - can we salute you all?

Social Reach & Stats



All stats quoted cover the 4-month period 1st February 2022 - 31st May 2022, across our Family Business Community Awards social media accounts.

Stats quoted are indicative of our pre & post Family Business Awards event coverage on social media.

A snapshot of the engagement across our channels:

LinkedIn.

69,000 total reach
117 reshared posts
11,000 highest post impressions

And look what happens during Awards week itself!

24,000 total interactions (likes/ comments/ clicks etc) during Awards week
14,000 total impressions ON THE DAY

Twitter.

27,000 total reach
3,500 highest post impressions

And look what happens during Awards week itself!

6,000 total interactions (likes/ comments/ clicks etc) during Awards week
5,900 total impressions ON THE DAY

Instagram.

24,000 total reach
330 highest post impressions

And look what happens during Awards week itself!

3600 total interactions (likes/ comments/ clicks etc) during Awards week
1,900 total impressions ON THE DAY

Facebook.

20,000 total reach
3,000 highest post impressions

And look what happens during Awards week itself!

4,000 total interactions (likes/ comments/ clicks etc) during Awards week
8,300 total impressions ON THE DAY

Who have we been engaging with?

5,890

followers across our Awards social media accounts

What we've been up to during the past four months

480

posts shared across our Awards social media accounts

What impact we've made during the past four months

140,000

impressions generated across our Awards social media accounts

Categories

Agribusiness

The agricultural industry contributes over £24 billion to the UK economy – and we think it deserves some serious recognition! This award celebrates farming and farming-related commercial activities.

Best Social Impact

In what has been a challenging time, this award recognises purpose driven family businesses which have demonstrated a real compassion for their community and evidenced the role they have played in delivering social impact.

Open to family businesses of all shapes and sizes, that have been trading for a minimum of 6 months by the time of the awards.

Business Services

Where would Yorkshire & Humberside be without its network of service providers? This category is for both B2B and B2C businesses – from finance and accounting, to childcare, taxis, hairdressers and artists.

This award will recognise two family businesses – one in the B2B sector, and one in the B2C sector.

Construction & Engineering

They're building our future and reaching new heights – this award is for Construction & Engineering businesses across Yorkshire and Humberside. We're talking those working on projects ranging from commercial to residential, industrial to civil.

Large Construction & Engineering (20 or more employees)
Small Construction & Engineering (less than 20 employees)

Emerging Family Business

They may be young, but they are mighty. This award recognises emerging family businesses (trading for 1 – 3 years) from any sector, which are making a real impact in their industry and across Yorkshire and Humberside.

Employee of the Year

(Includes family or non-family employees)

Family businesses employ over 25% of the UK's workforce, and our Employee of the Year category celebrates the amazing employees (both family and non-family) who go above and beyond. Nominations can be made for employees, with finalists selected by our judges. The winner is then chosen by a combination of public vote and judges scores. Employees from all levels can be nominated.

Food & Drink Establishments

This award recognises outstanding family-run food & drink establishments, such as cafes, restaurants and pubs which focus on providing both quality food and service.

Food and Drink Producers

Yorkshire and Humberside is home to some fantastic family-run food and drink producers, and this award recognises their achievements in putting our region on the culinary map.

Haulage and Logistics

An award for those family businesses who keep our region moving, transporting goods, livestock and supplies across Yorkshire and Humberside. This award focuses on the transport of goods; *services such as taxis, coach and tour operators should enter either the Leisure & Tourism or Business Services category.

Large Haulage & Logistics (20 or more employees)
Small Haulage & Logistics (less than 20 employees)

Leisure and Tourism

This award celebrates the family businesses who contribute to Yorkshire and Humberside's success as a tourist destination, from accommodation providers to those in the coach tours, sports, attractions and entertainment markets.

This Award is split into two categories based on employee numbers – however it is at the judge's discretion to move you into either category based on where they feel your business fits best.

Large Leisure & Tourism (20 or more employees)
Small Leisure & Tourism (less than 20 employees)

Manufacturing

Celebrating Yorkshire and Humberside's manufacturing heritage, this award recognises the businesses that can demonstrate a sustained commitment to Total Quality Management. This Award is split into two categories based on employee numbers – however it is at the judge's discretion to move you into either category based on where they feel your business fits best.

Large Manufacturing (20 or more employees)
Small Manufacturing (less than 20 employees)

People's Choice

North Yorkshire, West Yorkshire, South Yorkshire and Humberside – it's time to let your local community have their say! Open to family businesses of all shapes and sizes, that have been trading for a minimum of 6 months by the time of the awards. This award allows each region to choose their favourite family business through an online nomination and public vote.

There will be one winner per region.

Retailers & Establers

From the city to the countryside, this award celebrates the achievements and successes of family-run retailers across the Yorkshire and Humberside region.

Wholesalers

From the largest to some of the smallest intermediary goods suppliers; this award is for the family run wholesalers across Yorkshire and Humberside.

Sponsorship Packages



Headline Sponsor Investment £7,500*

Get YOUR brand seen with our Headline sponsorship package by being in Association with the Yorkshire & Humerside Family Business Awards

- Our event identity would incorporate your company logo and branding and would be used across all promotion for #YHFBA2022 before, during and after the awards for 2022
- A speaking opportunity on the awards night itself – (live or pre-recorded)
- Be part of our main judging panel to decide on the finalists for each category
- Co-Hosts with YHFBA and our supporting sponsor/s for the Winners Afterparty Event
- Full table with up to four spaces from an industry relevant category allocated to your table. 6 finalists and 4 of your own guests
- Social media support package to include your own blogs related to the awards; and organic blogging by The Awards Team about the Sponsor.
- Option to have an additional colleague to be part of the judges' visit to the finalists for your category
- Presenting your category award as part of your sponsorship on stage.
- All sponsors are clearly identified as Sponsors on the Awards website; in social media materials; and on-stage backdrop/pop up. Sponsor pop-up displayed at Awards Ceremony.
- Credited in media and social media releases relating to category.
- Download of photos from the night for your own use for marketing purposes*

*Photographer and YHFBA must be credited for media purposes

**Prices subject to VAT*



Sponsorship Packages

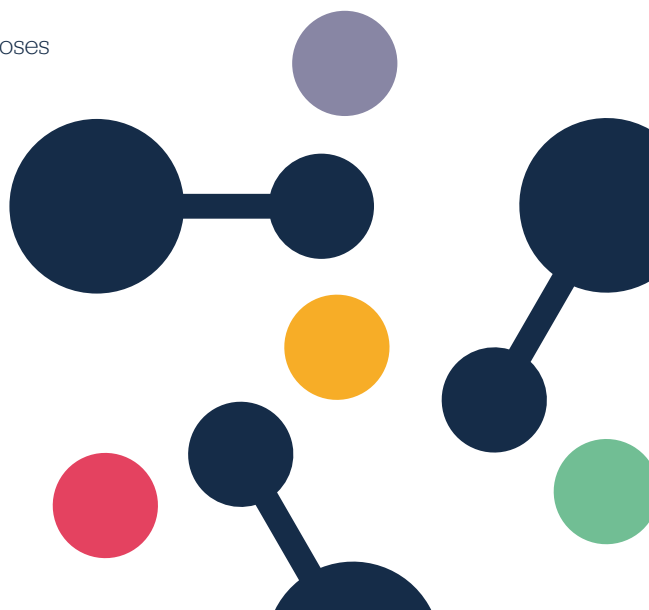


Category Sponsor Investment £2,500*

Get YOUR brand seen with our Category Sponsorship package!

- Full table with up to four spaces from an industry relevant category allocated to your table. 6 finalists and 4 of your own guests
- Social media support package to include your own blogs related to the awards; and organic blogging by The Awards Team about the Sponsor.
- Option to be part of the judges' visit to the finalists for your category
- Presenting your category award as part of your sponsorship on stage.
- All sponsors are clearly identified as Sponsors on the Awards website; in social media materials; and on-stage backdrop/pop up. Sponsor pop-up displayed at Awards Ceremony.
- Visual logo representation on stage during category award.
- Full logo representation as one of our main supporting Sponsors on the Awards programme and all other marketing materials.
- Advert inside the Awards programme and logo inclusion in other marketing materials.
- Sponsors are clearly identified as Sponsors on the Awards website; in social media materials; and on stage backdrop/pop up.
- Sponsor pop-up displayed at Awards Ceremony.
- Credited in media and social media releases relating to category.
- Download of photos from the night for your own use for marketing purposes*

*Photographer and YHFBA must be credited for media purposes



Sponsorship Packages



Other Sponsorship Opportunities

Host Sponsorship

Includes a table with 8 seats for your party, along with Awards Host, Nigel Barden and his guest. You will also receive photography of you and your party on the night.

£2,500*

Drinks Reception Sponsorship

Includes two seats (and the option to position your company banners at the drinks reception)

£1,000*

Awards Sponsorship

Includes two seats, the chance to feature your brand within the awards promotional video played during the evening and the option to position your company banners at the venue)

£2,000*

*Prices subject to VAT



Get in touch

If you would like to find out more details on what sponsorship opportunities are still available, including how to be our Yorkshire & Humberside Family Business Awards Headline Sponsor or supporting sponsor/s; or simply want to have a chat about how we could work together to make the Yorkshire & Humberside Family Business Awards 2022 as fabulous as possible, do not hesitate to get in touch.

Phone:

Sue Howorth – 07866 536050

Dave Clarkson – 07908 783305

Email:

info@yorkshireandhumbersidefamilybusinessawards.co.uk

