



 The
Family
Business
Community.
Yorkshire & Humberside Awards

Sponsorship
Opportunities 2024.

Welcome to the Yorkshire and Humberside Family Business Awards

Family Business Awards (YHFBA) offers a fantastic opportunity to champion and represent family businesses of all shapes, sizes, and ages from across this region. The YHFBA will showcase the diversity and talent of the family businesses which make the Yorkshire and Humberside region the thriving superpower it is today.

As a sponsor and supporter for the awards it provides the chance to position your brand and have direct contact with our finalists, our judges and other partners associated with our Family Business Community across the region.

The event is being held on Friday 22nd November at The Leeds Royal Armouries. Our sponsorship packages offers the opportunity to be part of this comprehensively marketed awards ceremony which champions Family Businesses and the contributions they make to the successes of the region and wider.

#YHFBA2024



Our 2024 Categories

Agri-Business Excellence Award: Celebrating Innovation and Diversification in Farming Ventures

The agricultural sector is a cornerstone of the UK economy, contributing over £24 billion annually. This award is to recognise exceptional contributions within farming and associated Agri related businesses and for those who innovate and add value to the core farm business. Whether in non-food enterprises such as machinery and equipment, caravan parks, turf production, or wildflower cultivation, or within food-related businesses such as farm shops, and cheese-making. The primary criteria is demonstrating how these diversifications actively support and contribute to a resilient and sustainable farm business model.

Builders of Tomorrow Award: Recognising Construction, Property & Engineering Excellence in Yorkshire & Humberside

This award celebrates the visionary contributions of Construction, Property & Engineering businesses shaping the landscape of the region. From commercial and residential ventures to industrial and civil projects, this accolade honours family-owned businesses at the forefront of designing, constructing, maintaining, and enriching the environments that define our communities.

This category acknowledges enterprises that demonstrate exceptional quality in their respective fields, showcasing innovation, expertise, and a commitment to excellence. From architects to builders, engineers to property developers, this award spotlights those dedicated to creating and sustaining the structures that form the backbone of our region's infrastructure.

Business Services Excellence Award: Honouring Family Businesses Powering Yorkshire & Humberside

The backbone of Yorkshire & Humberside success lies within its network of service providers, catering to both business-to-business (B2B) and business-to-consumer (B2C) needs. This category celebrates the diverse array of services, spanning from finance, accounting, childcare, hairdressers, to artistic endeavours, all integral to the region's vitality. This award acknowledges two outstanding family-owned businesses—one in the B2B sector and another in the B2C sector—that deliver excellence in service provision. Whether offering crucial support to fellow businesses or directly enhancing the lives of consumers, these enterprises showcase exceptional dedication, innovation, and commitment to their respective sectors.

Join us in honouring these remarkable family businesses that play pivotal roles in shaping the region's economic landscape and enhancing the daily lives of Yorkshire & Humberside residents through their outstanding service offerings.

Yorkshire & Humberside Manufacturing Excellence Award: Recognising the Legacy of Innovation and Ingenuity

This distinguished award celebrates the profound legacy of manufacturing excellence within the Yorkshire & Humberside region. Honouring family businesses across diverse sectors and scales, this category pays tribute to their pivotal contributions in upholding the region's storied manufacturing heritage.

From traditional industries to cutting-edge technologies, this award spotlights family-owned manufacturers who exemplify innovation, precision, and unwavering commitment to quality. Their dedication to pushing boundaries, fostering growth, and shaping the future of manufacturing echoes the region's enduring legacy of ingenuity.

Vital Transporters Award: Celebrating Family Businesses Powering Yorkshire & Humberside Haulage, Logistics, and Distribution

This prestigious award recognises the indispensable role played by family-owned businesses in keeping our region in motion. Honouring those who tirelessly transport goods, livestock, and essential supplies across Yorkshire & Humberside, this category shines a spotlight on their pivotal contributions to the region's logistical backbone. From hauling goods to ensuring timely distribution, these family businesses exemplify reliability, efficiency, and excellence in the realm of transport and logistics. Their commitment to seamless operations and dependable services is instrumental in sustaining the flow of goods and materials that support our communities and industries.

Wholesale Visionaries Award: Honouring Yorkshire & Humberside Family Businesses in Wholesale

This esteemed award recognizes the exemplary contributions of family-owned wholesale businesses across our region. From supplying essential goods to facilitating commerce, this category celebrates the pivotal role these businesses play in the region's economic ecosystem. Open to wholesalers of diverse sizes and industries, this award highlights family enterprises that excel in delivering quality products, services, and innovative solutions. Whether providing crucial supplies or fostering partnerships within the business community, these wholesalers demonstrate dedication, reliability, and a commitment to excellence.

Retail Innovators Award: Celebrating Yorkshire & Humberside Family Businesses in Retail and E-Tailing

This distinguished award recognizes the ingenuity and resilience of family-owned retail and e-tail businesses across our region. From traditional storefronts to innovative online platforms, this category applauds those who have made a significant impact in the retail landscape. Open to businesses of all sizes and specialities, this award honours family enterprises that excel in offering exceptional products, services, and customer experiences. Whether through brick-and-mortar stores or cutting-edge e-commerce platforms, these businesses demonstrate adaptability, creativity, and a commitment to meeting the evolving needs of their customers.

Local Culinary Trailblazers Award: Honouring Outstanding Family-Owned Food and Drink Producers in Yorkshire & Humberside

Yorkshire & Humberside boasts an array of exceptional family-run food and drink producers, each contributing to putting our region firmly on the culinary map. This distinguished award celebrates their remarkable achievements and pivotal role in showcasing the diverse and exquisite flavours originating from our counties. Recognising the innovation, dedication, and craftsmanship of these family businesses, this award spotlights those who have elevated the regions gastronomic reputation. From artisanal delicacies to time-honoured recipes, these producers have woven their passion and expertise into every creation, leaving an indelible mark on the culinary landscape.

Family-Owned Culinary Excellence Award: Celebrating Exceptional Food and Drink Establishments in Yorkshire & Humberside

This award celebrates the exceptional contributions of family-run food and drink establishments across the region. From cosy cafes and inviting restaurants to charming pubs, this category recognises these family businesses' unwavering commitment to delivering top-tier cuisine and exceptional service.

Honouring establishments that prioritise both quality in their fare and excellence in customer service, this award acknowledges the dedication and passion that elevate these venues. Whether it's crafting delectable dishes, curating memorable dining experiences, or fostering a welcoming atmosphere, these family-owned establishments stand out for their outstanding contributions to the vibrant culinary scene of Yorkshire & Humberside.

Tourism Trailblazers Award: Honouring Family Businesses Driving the Yorkshire & Humberside Leisure and Tourism Scene

This distinguished award celebrates the pivotal role family businesses play in shaping Yorkshire and Humberside as a premier destination for leisure and tourism. From accommodation providers to leaders in coach tours, sports, attractions, and entertainment, this category honors the diverse contributions these businesses make to the region's dynamic leisure and tourism landscape.

By offering a wide array of leisure activities, exceptional services, and unique attractions, these family-owned businesses enhance Yorkshire' and Humberside's appeal to both travelers and locals. Their dedication to providing memorable leisure experiences—whether through adventurous outdoor activities, cultural events, or relaxing retreats—significantly boosts the region's attractiveness. Their commitment to hospitality, entertainment, and comprehensive leisure infrastructure ensures that Yorkshire & Humberside remains a top choice for unforgettable getaways and enriching experiences for all visitors.

Yorkshire & Humberside Employee Excellence Award: Honouring Outstanding Contributions

Acknowledging the significant role family businesses play in employing over 51% of the UK's workforce, our Employee of the Year category recognises exceptional individuals—both family members and non-family employees—who consistently exceed expectations. This award celebrates those remarkable employees who go the extra mile in their dedication and commitment.

Nominations for outstanding employees, spanning all levels within family businesses, are reviewed by our panel of judges to select deserving finalists. The ultimate winner is determined through a combination of public votes and judges' scores, highlighting the individual's exceptional contributions and impact within their organisation.

Rising Stars Award: Celebrating Impactful Emerging Family Businesses in Yorkshire & Humberside

They may be young in years, but their impact is mighty. This award honours emerging family businesses that have been trading for a minimum of 1-3 years, yet already exhibit a remarkable influence within their industry or specialism.

Open to businesses from any sector, this category shines a spotlight on these rising stars making waves through their innovation, resilience, and dedication. Whether disrupting established norms, introducing pioneering ideas, or fostering positive change, these ventures demonstrate exceptional promise and potential.

Community's Champion Award: Empowering the Voice of Yorkshire & Humberside

It's your community's turn to shine the spotlight! This special award invites customers and local communities to have a say in celebrating their favourite family businesses across Yorkshire & Humberside. Open to enterprises of all sizes and sectors, trading for a minimum of 6 months, this award gives the public a chance to champion their beloved family-owned businesses.

Through online nominations and a public voting process, the Yorkshire & Humberside community will select the standout family business that holds a special place in their hearts.

The Green Award: For exceptional environmental sustainability in Yorkshire & Humberside Family-Owned Businesses

This award recognises family businesses that have demonstrated a commitment to sustainability and environmental stewardship. The award is presented to family businesses that have implemented sustainable practices and initiatives that have had a positive impact on the environment. These initiatives may include reducing waste, conserving energy, using renewable resources, and promoting environmental awareness.

Purpose-Driven Family Business Award: Celebrating Compassion and Community Impact

This award acknowledges family-owned businesses propelled by a clear purpose and a profound dedication to their community. It applauds enterprises of all sizes and sectors that, having operated for a minimum of six months, and exemplify a genuine commitment to delivering measurable social impact.

Entrants are invited to showcase their social responsibility by detailing their initiatives and practices that have significantly contributed to the improvement of their community. You must provide both qualitative and quantitative evidence illustrating the transformative effects of their business actions on individuals and the broader community.

Digital Transformation Award: Celebrating businesses embracing new technology

This award is to recognise family businesses that have successfully transformed one or all their business processes, customer experience, and brought about cultural change using digital technologies.

Businesses should identify the digital technologies they used, how they used them, and what the outcomes were in terms of soft and hard metrics.

The judges will also consider the scalability and sustainability of the digital transformation.

Leadership Excellence Award: Recognising an outstanding leader in our region

This award recognises the most outstanding family business leader who has successfully navigated the unique challenges of a family-run enterprise, fostering growth, sustainability, and strong family values. The winner of this award will have demonstrated exceptional leadership skills, a commitment to innovation, and a dedication to the success of their family business. The Best Family Business Leader Award can be family or non-family and is presented annually to one stand-out individual who has made a significant difference to their business and the people working within the businesses.

Our Sponsorship Packages

Headline Sponsor

- In addition to everything included in our category sponsorship the headline package would also include:
- Our overall event identity would incorporate your company logo and branding and would be used across all promotion for #YHFBA2024 before, during and after the awards event.
- Be on stage to give out our special recognition award from our judges and have time to introduce your business and the support you bring to the Family Business sector
- A full table of 10 for you and your invited guests A press release detailing that you are the headline sponsor and credited for this and will include a quote from you, in addition to further mentions and brand association with all press releases from the YHFBA team
- For your consideration we are also open to developing a more bespoke package working with our headline sponsor rather than being too prescriptive.

Please talk to us about other sponsorship opportunities and ideas you may have or experienced.

Category Sponsor

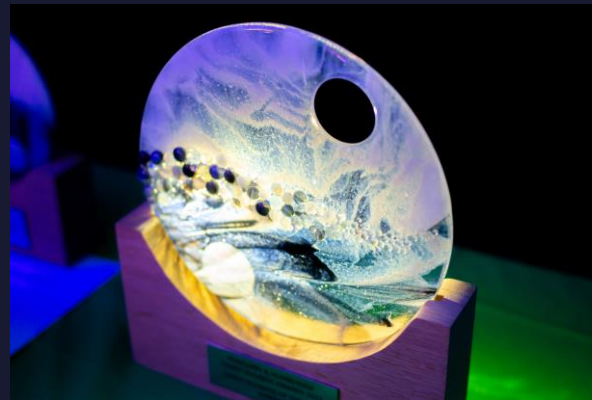
- Be part of the main judging panel and carry out your own category judging visits, plus additional guest judging to meet other finalists you wish to visit.
- A copy of the data file of entries for all finalists or ones you wish to see, can be provided to you on request.
- Inclusion in media releases connected to the awards.
- All sponsors are clearly identified on the Awards website; social media materials and on-stage backdrop and pop-up banner at the awards ceremony
- A4 Advert in the awards programme and logo inclusion on other digital and printed marketing collateral
- 6 complimentary tickets on awards night for you and your guests (opportunity to purchase further tickets if you wanted to)
- Present your category award on stage on awards night
- Download of photos from the night for you to use across your own digital channels and printed materials

**Photographer and YHFBA must be credited for media purposes.*

Artist Award Sponsorship

We commission a new artist every year to design a unique award which is given out to our winners on the night.

- Be part of our awards artist video which is played out on the night, either by brand association or opportunity to be involved with the filming.
- Two complimentary tickets on the night and opportunity to purchase more if you wish to invite other guests.
- Visual logo representation on marketing material both printed and digital on the night.
- Sponsor banner displayed at awards ceremony
- Credited in print and digital media relating to the artist and the awards they have designed
- Download of photos from the night for your own use for marketing purposes



Award Testimonials...

Hear from some of our finalists and judges on their experience with our awards.

We have all finally come down from Cloud 9, having won our award on Friday night. I would like to sincerely thank you on behalf of us all for a fabulous awards evening. The whole night from start to finish was superbly organised. We all loved the entertainment, food and seeing all these amazing Family businesses win their Awards. If we all didn't have each other, we couldn't have been in it to win it.

We had a fabulous night – our first time at such an event and it didn't disappoint. I just wanted to say a huge thank you for such a wonderful evening on Friday. Even though we didn't win anything it was a fantastic event to be a part of celebrating the success of so many family businesses!

Thank you for letting me into your world - and for any family business owners out there who haven't checked out The Family Business Community - go take a look.

Would just like to congratulate you and thank you for the amazing evening on Friday - you did an amazing job! We had a fantastic time and are beyond thrilled to have won!

Thanks again for the opportunity to be one of your Judges. I found the whole experience very rewarding and fun too!

Just wanted to say thank you to our judges and to your team for all the hard work you all put in to make the awards such an amazing success. Thanks so much for such an enjoyable entry and judging process, culminating on Friday – we had a fabulous evening which was topped off by winning our category!

Thank you for a great event – we all had such a good time and found the whole experience from judging the finalists to the awards night itself, so rewarding and a real privilege to be part of.

What a wonderful, inspiring day of judging visits for the Family Business Awards today with my fellow judges

The combination of a unique and fantastic venue, varied entertainment, the awards, and all in the company of many fabulous family businesses made for a great evening. It felt very special to win a 'family business' award thank you.

I had the opportunity to visit some wonderful businesses, hear the success stories of many others, and form new friendships with fellow family business leaders!

I was reminded not only of the immense value and power of building strong networks but of how special the family business community truly is.

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 2024 as fabulous as possible, do not hesitate to get in touch.



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