

original 106fm

THE PRIDE OF ABERDEEN AWARDS 2017

IN ASSOCIATION WITH
BALMORAL

George Walker
event management ltd.



**EAST 17
AND
BOYZLIFE
LIVE WITH
BRIAN
MCFADDEN
& KEITH
DUFFY**

THE GALA **DINNER** AND AWARDS **CEREMONY**



Our heroes and heroines across the board are about to be brought together for one night only with friends, acquaintances and top business leaders from around the globe to receive top honours – a star studded awards ceremony like no other and the most significant night of world class entertainment, fine dining and dancing in town.

Confirmed as Aberdeen's largest event of its kind for the last two years, this prestigious evening now firmly takes top spot in Scotland's events calendar. AND in 2017 this spectacular evening has the largest feature line-up on the night. One of the biggest bands of the 90's is storming into twenty seventeen - EAST 17 is secured to perform live, plus we are delighted to officially announce that this red carpet event of the year has signed globally famed superstars to take to the stage on the night - BOYZLIFE - LIVE with Brian McFadden and Keith Duffy, part of the multi-platinum, record breaking bands Westlife and Boyzone, have joined forces to perform live and join the top billing for this memorable event and you could be there!

In 2017 Original 106fm will once again lead the way in rewarding those doing amazing things in our lives and workplaces today. Nominations for each category are made accessible for all. By public vote, the local community will have the opportunity to decide for themselves who they think deserves the winning places and the top podiums at the glittering official awards ceremony in November.



SATURDAY 4TH NOVEMBER 2017
BEACH BALLROOM, ABERDEEN.

"As a local business Balmoral Group is pleased to be associated with the Pride of Aberdeen Awards. It is in everyone's interest to promote our great city and to celebrate the achievements of its community champions. There are incredible feats of generosity, bravery and sheer human kindness taking place on a day to day basis that deserve recognition. Balmoral Group is pleased to support this initiative. We are also delighted that Balmoral's in-house charity, Friends of ANCHOR, benefits from the proceeds and fundraising efforts from the annual awards event."

Jim Milne CBE, Chairman and Managing Director, Balmoral Group



AWARDS CATEGORIES ANNOUNCED



★ Blue Lights Hero

Established to highlight an act or outstanding level of service from within the blue lights community (Police, Ambulance, Fire and Rescue, Coast Guard and so on) This category may be split into sub-categories if nominations exceed in number.

★ Teacher of the Year

Open to all Aberdeen and the Shire schools, pupils, parents and staff to nominate a teacher deserving of this recognition.

★ Children of Courage

Apache

SOLD

To be awarded to a brave youngster, or a group of children, who have shown extraordinary courage to help others, or who have put themselves at risk to save someone in danger.

★ Health and Safety

Nominations sought for companies or organisations whose commitment to Health and Safety goes above and beyond the call of duty.

★ Search and Rescue

Presented in recognition of a true act of courage displayed by an individual or group in an emergency rescue situation.

★ Carer of the Year

This stands as a particularly special and personal recognition of an individual who has shown remarkable compassion and care.

★ Employer of the Year

Appreciation doesn't come much higher than this - an award from your staff to your company for being the 2017 employer of the year.

★ Community Venture

This award recognises a truly engaging partnership between enterprise and the community where a company has shown willing access to not just funding, but the utilisation of internal resources, mentoring and support towards a project with multiple local residents benefitting.

★ Sporting Achievement

Gold medal award for an individual who has shown unique levels of success and/or who has contributed unreservedly to their sport or sector.

★ Contribution to Music

Platinum music award presented either to an individual or a group who has made a certain significant contribution to music.

★ One to Watch Music

Awarded to an individual or group that has received web and/or YouTube popularity. Must currently be unsigned to any record label to be eligible for this award.

★ Business Personality of the Year

FUEL TONE pro

This ultimate title for the business community will be presented to an individual that has shown an outstanding contribution to his or her sector above and beyond their own company or organisation's expectations.

★ Tourism and Hospitality

SOLD

To recognise and reward businesses, organizations and professionals working in the tourism and hospitality industry.

THE MARCLIFFE
HOTEL, SPA AND RESTAURANT

★ Countryside Award

This category is to celebrate the fruitful, diverse and living countryside that everyone can appreciate and enjoy. The meaning of this can be found in a person involved in farming or even country sporting pursuits or photography, projects, products, buildings, businesses, services or social enterprise.

★ Armed Forces Award

We salute our Forces and thank them sincerely for their service. This award will be presented to an individual or team in order to salute their outstanding service and personal accomplishments within our Armed Forces.

★ Local Citizen of the Year

SOLD

BALMORAL

To celebrate an individual who has shown unique and/or generous devotion to serving and/or helping their community.

VOTING WITH ORIGINAL 106FM

During the rigorous campaign on Original 106fm, listeners will be given the opportunity to vote for their favourite contenders.



SPONSORSHIP PACKAGES



Showing allegiance

We are delighted to be able to offer the opportunity for you to attach your brand to this engaging and exciting awards ceremony to celebrate excellence

Leading companies now have the opportunity to showcase their commitment to staff, suppliers, customers and the wider community.

We will recognise and admire the high levels of social corporate responsibility our chief commercial organisations have. Carefully structured sponsorship packages have been constructed to offer involvement at different levels with valuable benefits for all our key sponsors.



★ **TITLE** SPONSORSHIP PACKAGE

Exclusive Title Rights

The company to secure this elite package will obtain 'tagging rights' to the 2017 series, meaning that the highly promoted campaign and awards ceremony will bear the name of this principal sponsor. The Original 106fm *Pride of Aberdeen Awards* in association with [your company name or logo]; featured on all web, print and promotional materials including the main website. Also featured on all event literature for the awards ceremony and big screens on the night.



High Profile Media Campaign

Original 106fm is dedicated to providing maximum exposure for sponsors backing the prestigious *Pride of Aberdeen Awards*. The station will be running a high level intensive campaign to drive votes and highlight sponsor involvement. The sponsor to secure this package will benefit from:

- ★ A minimum of 500 sponsor branded promo trails broadcast over a 4 – 6 month period.
- ★ An additional 500 promo trails broadcast over Original 106fm's two sister stations in Dundee and Forth Valley.
- ★ Sponsor logo to be featured on all additional advertising of the Awards. Including advertising placed in various industry publications such as Roustabout and other similar titles.

- ★ Sponsor logo to appear on all web, print and promotional materials.
- ★ Sponsor logo featured prominently on the main website.
- ★ Sponsor logo displayed powerfully during the Awards evening, including electronically projected throughout the event on to large screens.
- ★ Sponsor logo on all printed materials distributed to guests at the awards ceremony including prize lists, menus, seating plans etc.

Radio Advertising

Increase profile and raise awareness of your brand, product or service where you need it most - using the power of radio. Original 106fm has reserved advertising space solely available to specific levels of sponsorship owners at a much reduced rate. These sponsors can accept a massive 50% off the cost of direct advertising for their own business during the Awards campaign.

VIP Hospitality

30 official VIP tickets to join the red carpet and enjoy this star studded awards ceremony like no other. Located within the 'celebrity' section of the event, clearly marked on the seating plan handed to attendees on the evening, your guests will be treated to extraordinary hospitality at the most significant night of world class entertainment and fine dining in town.

Celebrity Section

The Title Sponsor will receive first choice of where they would like their tables to be positioned on the night.

Energy Personality of the Year Award

For ultimate association with this most sought after award, our Title Sponsor will enjoy the following advantages:

- ★ A representative from our Title Sponsor's company will be invited to pre-record a film message of encouragement and good luck to



all the nominees up for the awards. This film message will be featured on the main website.

- ★ A representative from our Title Sponsor's company will also be asked to pre-record a voice message of encouragement and good luck to all the nominees up for the ultimate award of the evening, The Energy Personality of the Year Award. This message will be featured online with the sponsor's logo alongside the listing of the award.
- ★ A company representative will be offered the opportunity to sit on the deciding panel for the Energy Personality of the Year Award during the selection process for the finalists.
- ★ Each trophy will be displayed at the ceremony for guests to admire during the champagne drinks reception. Each will be made with the sponsor's logo incorporated on the facing. Each will be exhibited on their own spot lit podium, with the category title and category sponsor's branding below. In this case, The Energy Personality of the Year

Award will have the most prominent plinth and spotlight with the Title Sponsor's branding included.

- ★ A representative from our Title Sponsor's company will be invited on stage to say a few words and present the coveted Energy Personality of the Year Award to the winner on the night. Official photographs will then follow.
- ★ The Title Sponsor will receive an official certificate of contribution following the event to display within their workplace, personalized with some of the official photographs taken during the event and of the presentation itself, details of the award and winner.

Charitable Beneficiary

The Title Sponsor will have the opportunity to nominate one of the official charities to benefit from the 2015 awards.





DIAMOND SPONSORSHIP PACKAGE

Owner of an Award Category of Choice

(subject to availability)

For ultimate association with these enviable awards, the Diamond Sponsors will 'own' one of the award categories and enjoy the following advantages:

- ★ A representative from the sponsor's company will be asked to pre-record a voice message of encouragement and good luck to all the nominees up for their award. This message will be featured online with the sponsor's logo alongside the listing of the award.
- ★ Their award's trophy will be displayed at the ceremony for guests to admire during the champagne drinks reception. The grand trophy will be made with the sponsor's logo incorporated on the facing. Each will be exhibited on their own spot lit podium, with the category title and category sponsor's branding below.
- ★ A representative from the sponsor's company will be invited on stage and presented their award to the winner on the night. Official photographs will then follow.
- ★ The Diamond Sponsors will receive an official certificate of contribution following the event to display within their workplace, personalized with some of the official photographs taken during the event and of the presentation itself, details of the award and winner.

High Profile Media Campaign

Original 106fm is dedicated to providing maximum exposure for sponsors backing the prestigious *Pride of Aberdeen Awards*. The station will be running a high level intensive campaign to drive votes and highlight sponsor involvement. The sponsors to secure these packages will benefit from:

- ★ 60 branded promos (split evenly) across all 4 x 106fm radio stations, requesting nominations.
- ★ 60 branded promos (split evenly) across all 4 x 106fm radio stations, requesting votes for each category finalist.
- ★ Company name mentioned in presenter 'talk ups' about the event.
- ★ All commercials will air in 'Total Audience' (05:00 to 24:00hrs) to maximise coverage and reach the maximum audience.
- ★ Mentions during the social media campaign requesting nominations and during the rolling out of a "vote for your winner" social media campaign in line with the start of the vote for finalist's airtime campaign (Mon. 2nd Oct.) to bolster the reach even further.
- ★ Sponsor logo to appear on all web, print and promotional materials.
- ★ Sponsor logo featured prominently on the main website.
- ★ Sponsor logo displayed powerfully during the Awards evening, including electronically projected throughout the event on to large screens.

- ★ Sponsor logo on all printed materials distributed to guests at the awards ceremony including prize lists, menus, seating plans etc.

Radio Advertising

Increase profile and raise awareness of your brand, product or service where you need it most - using the power of radio. Original 106fm has reserved advertising space solely available to specific levels of sponsorship owners at a much reduced rate. These sponsors can accept a massive 50% off the cost of direct advertising for their own business during the Awards campaign.

VIP Hospitality

20 official VIP tickets to join the red carpet and enjoy this star studded awards ceremony like no other. Located within the 'celebrity' section of the event, clearly marked on the seating plan handed to attendees on the evening, your guests will be treated to extraordinary hospitality at the most significant night of world class entertainment and fine dining in town.

Celebrity Section

The Diamond Sponsors will receive priority choice of where they would like their tables to be positioned on the night, after the Title Sponsor has selected.

CRYSTAL SPONSORSHIP PACKAGE

Owner of an Award Category of Choice

(subject to availability)

For ultimate association with these enviable awards, the Crystal Sponsors will 'own' one of the award categories and enjoy the following advantages:

- ★ A representative from the sponsor's company will be asked to pre-record a voice message of encouragement and good luck to all the nominees up for their award. This message will be featured online with the sponsor's logo alongside the listing of the award.
- ★ Their award's trophy will be displayed at the ceremony for guests to admire during the champagne drinks reception. The grand trophy will be made with the sponsor's logo incorporated on the facing. Each will be exhibited on their own spot lit podium, with the category title and category sponsor's branding below.
- ★ A representative from the sponsor's company will be invited on stage and presented their award to the winner on the night. Official photographs will then follow.
- ★ The Crystal Sponsor will receive an official certificate of contribution following the event to display within their workplace, personalized with some of the official photographs taken during the event and of the presentation itself, details of the award and winner.

High Profile Media Campaign

Original 106fm is dedicated to providing maximum exposure for sponsors backing the prestigious *Pride of Aberdeen Awards*. The station will be running a high level intensive campaign to drive votes and highlight sponsor involvement. The sponsors to secure these packages will benefit from:

- ★ 60 branded promos (split evenly) across all 4 x 106fm radio stations, requesting nominations.
- ★ 60 branded promos (split evenly) across all 4 x 106fm radio stations, requesting votes for each category finalist.
- ★ Company name mentioned in presenter 'talk ups' about the event.
- ★ All commercials will air in 'Total Audience' (05:00 to 24:00hrs) to maximise coverage and reach the maximum audience.
- ★ Mentions during the social media campaign requesting nominations and during the rolling out of a "vote for your winner" social media campaign in line with the start of the vote for finalist's airtime campaign (Mon. 2nd Oct.) to bolster the reach even further.
- ★ Sponsor logo to appear on all web, print and promotional materials.
- ★ Sponsor logo featured prominently on the main website.
- ★ Sponsor logo displayed powerfully during the Awards evening, including electronically projected throughout the event on to large screens.

- ★ Sponsor logo on all printed materials distributed to guests at the awards ceremony including prize lists, menus, seating plans etc.

Radio Advertising

Increase profile and raise awareness of your brand, product or service where you need it most - using the power of radio. Original 106fm has reserved advertising space solely available to specific levels of sponsorship owners at a much reduced rate. These sponsors can accept a massive 50% off the cost of direct advertising for their own business during the Awards campaign.

Crystal Glass Drinks Reception

This unique sponsor will have the opportunity to brand the champagne drinks reception bar areas at the awards ceremony and will receive thanks on the night under the title of 'Arrival Drinks Sponsor'. They will also be offered the opportunity to brand the glasses with a logo ring. This presents an excellent way to maximise sponsor involvement on the night and highlight support.

VIP Hospitality

10 official VIP tickets to join the red carpet and enjoy this star studded awards ceremony like no other. Located within the 'celebrity' section of the event, clearly marked on the seating plan handed to attendees on the evening, your guests will be treated to extraordinary hospitality at the most significant night of world class entertainment and fine dining in town.

☰ CATEGORY SPONSORSHIP PACKAGE

Owner of an Award Category of Choice

(subject to availability)

For ultimate association with these enviable awards, the Category Sponsors will 'own' one of the award categories and enjoy the following advantages:

- ★ A representative from each Category Sponsor's company will be asked to pre-record a voice message of encouragement and good luck to all the nominees up for their award. This message will be featured online with the sponsor's logo alongside the listing of the award.
- ★ Their award's trophy will be displayed at the ceremony for guests to admire during the champagne drinks reception. The grand trophy will be made with the sponsor's logo incorporated on the facing. Each will be exhibited on their own spot lit podium, with the category title and category sponsor's branding below.
- ★ A representative from each Category Sponsor's company will be invited on stage and presented their award to the winner on the night. Official photographs will then follow.
- ★ The Category Sponsors will each receive an official certificate of contribution following the event to display within their workplace, personalized with some of the official photographs taken during the event and of the presentation itself, details of the award and winner.

High Profile Media Campaign

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- ★ 60 branded promos (split evenly) across all 4 x 106fm radio stations, requesting nominations.
- ★ 60 branded promos (split evenly) across all 4 x 106fm radio stations, requesting votes for each category finalist.
- ★ Company name mentioned in presenter 'talk ups' about the event.
- ★ All commercials will air in 'Total Audience' (05:00 to 24:00hrs) to maximise coverage and reach the maximum audience.
- ★ Mentions during the social media campaign requesting nominations and during the rolling out of a "vote for your winner" social media campaign in line with the start of the vote for finalist's airtime campaign (Mon. 2nd Oct.) to bolster the reach even further.
- ★ Sponsor logo to appear on all web, print and promotional materials.
- ★ Sponsor logo featured prominently on the main website.
- ★ Sponsor logo displayed powerfully during the Awards evening, including electronically projected throughout the event on to large screens.



- ★ Sponsor logo on all printed materials distributed to guests at the awards ceremony including prize lists, menus, seating plans etc.

VIP Hospitality

10 official VIP tickets to join the red carpet and enjoy this star studded awards ceremony like no other. Located within the 'celebrity' section of the event, clearly marked on the seating plan handed to attendees on the evening, your guests will be treated to extraordinary hospitality at the most significant night of world class entertainment and fine dining in town.

▲ ASSOCIATE SPONSORSHIP PACKAGE

Associate Corporate Branding

The sponsors to secure these packages will benefit from:

- ★ Sponsor logo featured on the main website
- ★ Sponsor logo displayed electronically throughout the event on to large screens.

VIP Hospitality

10 official VIP tickets to join the red carpet and enjoy this star studded awards ceremony like no other. Located within the 'celebrity' section of the event, clearly marked on the seating plan handed to attendees on the evening, your guests will be treated to extraordinary hospitality at the most significant night of world class entertainment and fine dining in town.



TICKETS ON SALE NOW

Be part of the celebrations as our winners are revealed and enjoy cabaret and entertainment second to none.

Tickets for the official awards ceremony and gala dinner are on sale now, but are strictly limited.

**Priced at just £125 plus vat per person
or £1,250 plus vat for tables to seat 10 guests**

Secure your place on the red carpet and book today www.prideofaberdeenawards.com

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