



BRITAIN'S BIGGEST CELEBRATION OF BUSINESS SUCCESS

SPONSORSHIP OPPORTUNITIES



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**Business
Leader**

[SCALEUP-AWARDS.CO.UK](https://scaleup-awards.co.uk)



INTRODUCING THE SCALE-UP AWARDS

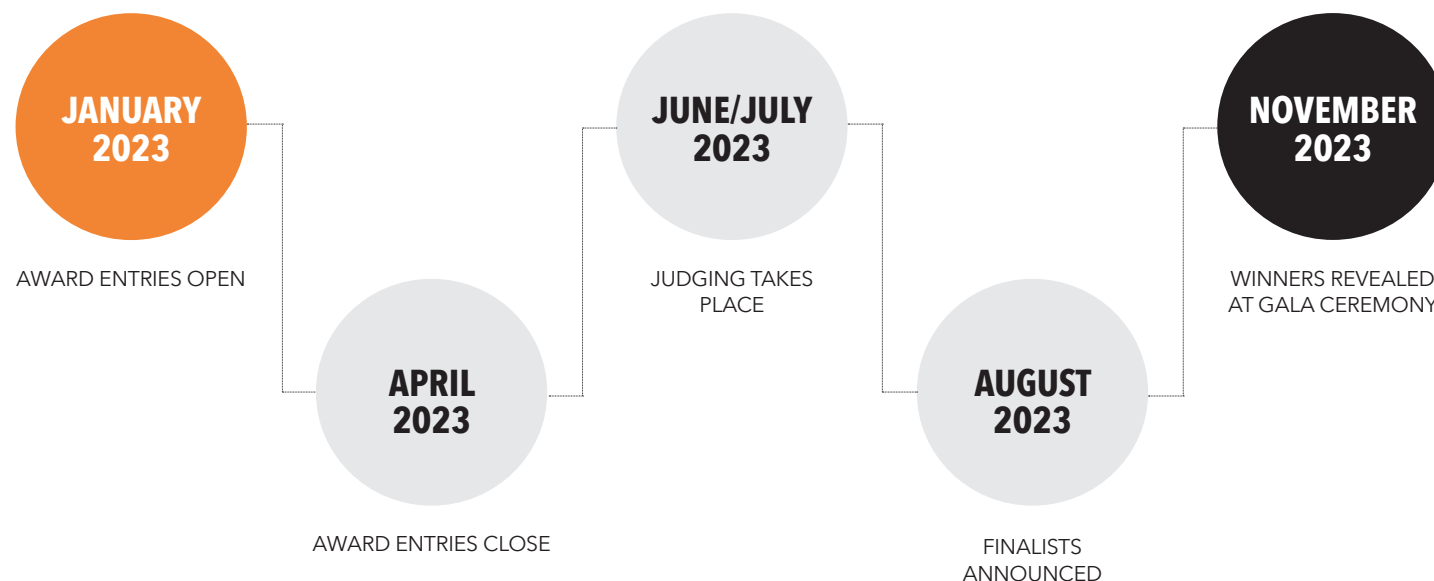
These awards will celebrate the leading scale-up businesses from all sectors in November 2023.

This pack outlines the comprehensive multi-channel marketing campaign and unrivalled business development opportunities you will benefit from as a sponsor.

If you have any questions about sponsoring, please call us on **020 3096 0020** or email sponsorship@businessleader.co.uk.

Bespoke packages are also available. Please contact a member of our team to discuss the options available to you.

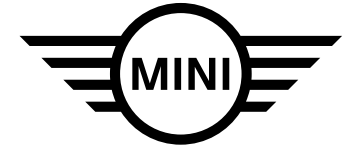
2023 TIMELINE



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PREVIOUS SPONSORS OF BUSINESS LEADER EVENTS



PREVIOUS JUDGES

- ▶ Alpesh Patel OBE - Investor and Author
- ▶ Ann Hiatt - Armadillo
- ▶ Anthony Rose - SeedLegals
- ▶ Asma Bashir - Centuro Global
- ▶ Caprice Bourret - Entrepreneur & Founder of ByCaprice
- ▶ Charles Robinson - PwC
- ▶ Dave Coplin - Former Microsoft UK Chief Envisionary Officer
- ▶ Donna O'Toole - August Recognition Ltd
- ▶ Dr Saima Rana - GEMS World Academy
- ▶ Guy Rigby - Smith & Williamson
- ▶ Douglas Hansen-Luke - Future Planet Capital
- ▶ Irene Graham OBE - ScaleUp Institute
- ▶ Jackie Fast - REBEL Pi
- ▶ Jenny Tooth OBE - UK Business Angels Association
- ▶ John Farrugia - finnCap
- ▶ Jonathan Lister Parsons - PensionBee
- ▶ John Stapleton - Entrepreneur & Investor
- ▶ Josh Robson - ScaleUp Institute
- ▶ Juliet Barratt - Grenade
- ▶ Kenneth Siber - WeWork Labs
- ▶ Konstantin Sidorov - London Technology Hub
- ▶ Laura Couch - Boost&Co
- ▶ Laura Stevens - Future Space
- ▶ Maggie Rodriguez-Piza - Funding London
- ▶ Manjula Lee - World Wide Generation
- ▶ Mark Nutter - Entrepreneur & CEO of Emirates HR
- ▶ Matt Gubba - Biz Britain
- ▶ Martha Krupinska - Head of Google for Startups
- ▶ Mike Clare - Entrepreneur & Founder of Dreams Beds
- ▶ Nicole Junkermann - NJF Holdings
- ▶ Oz Alashe MBE - CybSafe
- ▶ Patricia Keating - Tech Manchester
- ▶ Paul Brown - Mail Handling International
- ▶ Peter Cowley - Oxford Innovations
- ▶ Piers Linney - Entrepreneur, Investor & Former Dragon
- ▶ Richard Harpin - CEO of Homeserve & founder of Growth Partners
- ▶ Rita Liu - Mode
- ▶ Roland Emmans - HSBC
- ▶ Steve Malkin - PlanetMark
- ▶ Susan Hooper - Non Executive Director, Uber & Moonpig
- ▶ Theo Paphitis - Theo Paphitis Retail Group
- ▶ Touker Suleyman - Dragons' Den investor
- ▶ Will Robertson - Osborne Clarke



Touker Suleyman



Caprice Bourret



Richard Harpin

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OPPORTUNITY TO CONNECT WITH FINALISTS

OUR COMMUNITY



120,000+

ENTREPRENEURS
RUNNING HIGH-GROWTH
COMPANIES



101,000+

RECOGNISED
GLOBAL
BRANDS



15,000+

PROFESSIONAL
SERVICES AND FINANCE
COMPANIES



10,000+

SCALE-UP BUSINESSES
FROM VARIOUS
SECTORS

TECH AND
CUTTING-EDGE
DISRUPTORS

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WHAT PROMOTION DO SPONSORS RECEIVE?



Featured with links on the award website



Logo included on all print and digital marketing activity



Extensive marketing presence across all digital marketing



2 newsletter inclusions to the full Business Leader database



Bespoke social media promotion



Video package showcasing how your business supports scale-ups



On-site presence at the pre-award event



2 tickets to attend the pre-award event



Benefit from our sponsor feature (if relevant)

BUSINESS DEVELOPMENT

BUILD A RELATIONSHIP WITH YOUR POTENTIAL CUSTOMER

▶ TARGETED OPPORTUNITIES

You will have the opportunity to meet hundreds of high-growth companies.

▶ JUDGING

Provide us with a target list and we will reach out to them directly to enter. You can then connect with them during the judging process.

▶ CONGRATULATIONS PACK

You can go the extra mile and send finalists a bespoke congratulations email, card, or gift. As a result, you have an excellent opportunity to reach out to potential customers organically.

▶ ON THE NIGHT

The event will not only give you the chance to network with everyone present, but we will ensure that your table includes contacts from your target list.

▶ EVENTS AND NETWORKING

- Scale-Up Awards Pre-Award Party
- Sponsors & Judges Lunch
- Scale-Up Awards Ceremony
- Invite to wider Scale-Up events

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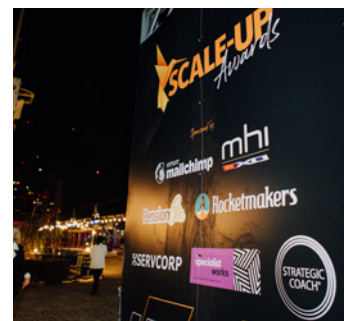


WHAT PROMOTION DO SPONSORS RECEIVE ON THE NIGHT OF THE AWARDS?

On the night of the awards, the pre-event marketing campaign will be punctuated by a spectacular awards evening that will be attended by over 600 guests.

YOU WILL RECEIVE THE FOLLOWING:

- Table of ten
- Four-course dinner
- Champagne reception
- Branding throughout the venue and displayed on VT screens
- Access to all entertainment and after party
- You will present the award you have sponsored





PACKAGES AVAILABLE

HEADLINE SPONSOR

£35,000

CATEGORY SPONSOR

£15,000

CHAMPAGNE RECEPTION

£7,500

EVENT PROGRAMME

£7,500

TABLE CENTRES

£7,500

All prices exclude VAT

2023 CATEGORY OPTIONS



AWARD FOR ESG AND
SOCIAL IMPACT



SUSTAINABLE SCALE-UP
BUSINESS OF THE YEAR



CUSTOMER CHAMPION
AWARD



EMPLOYER
OF THE YEAR



DIVERSITY CHAMPION
AWARD



MANUFACTURING
EXCELLENCE AWARD



INTERNATIONAL BUSINESS
OF THE YEAR



FAMILY BUSINESS
OF THE YEAR



E-COMMERCE BUSINESS
AWARD



TECHNOLOGY SCALE-UP
OF THE YEAR



THE #SBS SMALL
BUSINESS AWARD



SCALE-UP DISRUPTOR
AWARD



SCALE-UP ENTREPRENEUR
OF THE YEAR



OVERALL SCALE-UP
BUSINESS AWARD



BUSINESS LEADER
OF THE YEAR



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**FOR MORE INFORMATION, OR TO DISCUSS SPONSORSHIP, CALL US ON 020 3096 0020
OR EMAIL SPONSORSHIP@BUSINESSLEADER.CO.UK**