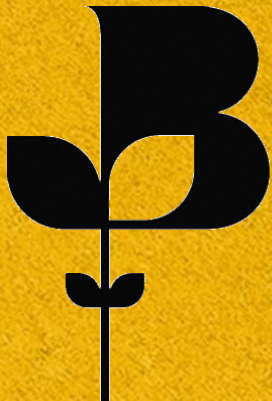




COVENTRY &
WARWICKSHIRE
BUSINESS AND
COMMUNITY AWARDS

PRESENTED BY COVENTRY & WARWICKSHIRE
CHAMBER OF COMMERCE

**PARTNERSHIP
OPPORTUNITIES
2025**



2025 AWARDS

COVENTRY &
WARWICKSHIRE
BUSINESS AND
COMMUNITY AWARDS

About

The Coventry & Warwickshire Business and Community Awards 2025 will celebrate excellence across 10 categories, recognising innovation, growth, and commitment to the community.

These awards will highlight the remarkable efforts of local businesses, community organisations and individuals who drive economic development, social progress, and foster community spirit in our region.

Our Celebration Ceremony will be a joyful and memorable celebration event, showcasing the very best of Coventry & Warwickshire.



#CWAwards25

Objectives

To be distinctly place-based in Coventry & Warwickshire, celebrating business, culture and people/community across our city & county

To ensure guests, finalists, sponsors, VIPs and awards partners enjoy a memorable, unique and joyful celebration ceremony event from arrival to departure

To ensure responsible delivery, merging the use of digital and physical in delivering the awards programme and creating the production

To be accessible, inclusive & affordable

To be a financially sustainable, annual event



COVENTRY &
WARWICKSHIRE
BUSINESS AND
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2025 AWARDS

Timeline

25th September 2024
Awards Launch Event & Entries Open

Friday 6th December 2024
Entries Close

January 2025
Judging & Finalists Announced

Thursday 27th March 2025
Celebration Evening at Belgrade Theatre



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2025 AWARDS

COVENTRY &
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Celebration Evening

5.30pm - 7.00pm
Arrival & Welcome Experience

7.00pm - 9.00pm
The Awards Show

9.00pm - 11.00pm
The After Party



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PARTNERSHIP

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Award Category Partnership

Join us as a Category Sponsor at the Coventry & Warwickshire Business and Community Awards 2025 to support our region's growth and profile. Align your brand with excellence, innovation, and business and community leadership.

Our prestigious awards celebrate outstanding achievements and contributions across various industries, providing an ideal platform for your company to gain maximum exposure and engage with key stakeholders in the region.

Let's work together to make the awards a truly unforgettable celebration of excellence in Coventry & Warwickshire.



COVENTRY &
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BUSINESS AND
COMMUNITY AWARDS

1. **The Workforce Developer** | Commitment to People Award
2. ~~**The Global Player** | Export Business of the Year **SOLD**~~
3. **The Community Champion** | Community Business of the Year
4. ~~**The Problem Solver** | Business Diversification Award **SOLD**~~
5. ~~**The Planet Saver** | Green Business of the Year **SOLD**~~
6. **The Equality Trailblazer** | EEDI Business of the Year
7. ~~**The Rapid Riser** | Scale Up / Start Up Business of the Year **SOLD**~~
8. ~~**The Not-For-Profit Champion** | Community Organisation of the Year **SOLD**~~
9. **The Creative & Cultural Activator** | Creative or Cultural Award
10. **The Inspirational Individual** | C&W Person of the Year

CATEGORIES

Key Sponsorship Benefits

- Brand Visibility
- Category Judging
- Event Exposure
- Networking Opportunities
- Digital Promotion
- Additional Benefits



Brand Visibility

- Your company logo featured prominently on all marketing materials related to your sponsored category, including:
 - Awards website
 - Social media promotions of your category
 - Email newsletters
 - Recognition as a Category Sponsor in media releases and extensive media coverage
- 1 x sponsor video promotion, filmed at your place of business, to promote your business and encourage entries in your sponsored category
- Sponsor logos included in special Awards Feature in C&W in Business, the Chamber's official magazine, in November / December 2024 and May / June 2025
- All award categories will be promoted to over 38,000 businesses in Coventry & Warwickshire and are open to both Chamber Members and Non-Members



Category Judging

- As a category sponsor, a representative from your business is invited to judge the entries received in your category
- The representative from your business will need to be available on **Wednesday 11th December 2024** for the Judging Day (approx. 2 hours)
- The representative from your business will also need to be available on a specified day **w/c 13th January 2025** to visit each of the confirmed finalists in your category at their place of business (full day)
- **[Click here to view the Judging Dates Schedule](#)**
- Along with a designated category expert, you will choose the Winner in your category who will be announced at the Celebration Ceremony in March 2025



Event Exposure

- Opportunity to present the award to the winner in your sponsored category on stage at the Belgrade Theatre, Coventry
- Post presentation photography, with award winner, and video interview opportunities in Awards Media Area
- Acknowledgment during the awards ceremony by the event host(s) and during presentation of your category award
- Your company logo displayed on stage screens and promotional signage at the event
- Quarter-page advertisement in the celebration event programme & logo included on category page
- Option to display a company pull-up banner at the event venue



Networking Opportunities

- 10 x complimentary tickets to the Celebration Ceremony, including access to VIP Sponsors Reception during the welcome reception
- Exclusive networking opportunities with industry leaders, award nominees, and other sponsors
- Reserved VIP seating for your representatives and access to private bar until end of ceremony



Digital Promotion

- Dedicated sponsor profile on the awards website, including logo, a short company bio and link to your company website
- Feature in an exclusive sponsor highlight posts on Awards and Chamber social media channels
- Up to 2 digital skyscraper adverts, promoting your business, included on your sponsored category website landing page
- Inclusion in post-event thank you email to all attendees and participants



Additional Benefits

- Meaningful engagement with businesses across the region and work towards your CSR and ESG activity
- First right of refusal to sponsor the same category in the 2026 awards cycle
- A dedicated sponsorship activation plan, outlining all key dates and agreed activity
- A designated sponsorship support manager, working with you to ensure you maximise your investment in the event





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CATEGORIES

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The Workforce Developer | Commitment to People Award

This award category recognises a business or organisation that has demonstrated exceptional dedication to the well-being, training, personal development, apprenticeships and engagement of its employees over the past year. This award celebrates a company that prioritises its workforce through exemplary human resource practices, creating a positive, inclusive, and supportive work environment.

Entries should demonstrate how the business or organisation is a leader in fostering employee satisfaction, growth, and overall workplace excellence.

The Global Player | Export Business of the Year

This award category celebrates a company that has achieved outstanding success in international trade and expansion over the past year. This award recognises excellence in exporting, highlighting a business that has effectively expanded its market reach beyond domestic borders, demonstrated significant export growth of products or services, and contributed positively to the economy.

Entrants should demonstrate exemplary practices in navigating global markets, understanding and meeting international customer needs, and overcoming export challenges.

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The Problem Solver | Business Diversification Award

This award category recognises a company that has successfully expanded its operations, products, or services into new markets, sectors, product areas or industries over the past year. This award celebrates strategic diversification efforts that have resulted in significant growth, increased market reach, and enhanced resilience.

Entrants should demonstrate innovation, strategic planning, and adaptability in diversifying its portfolio.

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WRIGHT | HASSALL



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The Planet Saver | Green Business of the Year

This award category honours an organisation that has demonstrated exceptional commitment to net zero objectives, environmental sustainability and responsible business practices over the past year. This award celebrates a company that integrates eco-friendly initiatives into its operations, products, or services, significantly reducing its environmental footprint while promoting sustainability.

Entrants should demonstrate how the business sets a benchmark for environmental stewardship, innovation, and sustainable growth.

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The Equality Trailblazer | Equity, Equality, Diversity & Inclusion Award (EEDI)

This award category recognises an organisation that has demonstrated outstanding commitment to promoting equality, diversity, and inclusion in the workplace over the past year. This award celebrates a company that fosters a culture of respect, acceptance, and belonging for all employees, regardless of race, gender, age, sexual orientation, disability, or other characteristics.

Entrants should show how they actively work to create a diverse workforce and an inclusive environment where everyone feels valued and empowered to succeed.

The Community Champion | Community Business of the Year

This award category celebrates a company that has made a significant positive impact on its local community over the past year. This award recognises a business that goes above and beyond its commercial objectives to contribute to the social, economic, and environmental well-being of its community.

Entrants will demonstrate outstanding community engagement, corporate social responsibility, and a commitment to making a difference.



The Rapid Riser | Start Up or Scale Up Business of the Year

This award category recognises a company that has demonstrated remarkable growth and success, either as a new start up business or for an existing business which is scaling its operations, over the past year. This award recognises a business that has effectively expanded its market presence, increased its revenue, and scaled its workforce while maintaining high standards of quality and innovation.

Entrants will exemplify strategic vision, operational excellence, and the ability to navigate the challenges of rapid growth.

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The Not-For-Profit Champion | Community Organisation of the Year

This award category recognises an outstanding not-for-profit organisation that has demonstrated exceptional dedication, innovation, and impact in its field over the past year. This award celebrates the organisation's significant contributions to its community, successful initiatives, and the measurable difference it has made in the lives of those it serves.

Entrants will exemplify excellence in service delivery, organisational management, and community engagement, setting a high standard for other organisations to follow.

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The Creative and Cultural Activator | Creative and Cultural Award

The Creative and Culture Award recognises businesses, organisations or individuals who have made a significant impact in the creative and cultural sectors. This award celebrates those who bring arts, culture, and creativity to life, driving innovation, community engagement, and economic growth through their work.

This could be through delivery of an innovative marketing campaign, a project to bring art and culture alive in communities, or development of a creative initiative bringing benefit to the local area.



The Inspirational Individual | Coventry & Warwickshire Person of the Year

The Inspirational Individual of the Year Award honours a business or community person who has demonstrated exceptional leadership, resilience, or a commitment to making a positive impact on others over the past year. This award celebrates an individual who has inspired change, uplifted their community, or shown extraordinary dedication to their cause, work, or mission.

The honoured individual serves as a role model, inspiring others through their actions, values, and contributions.





COVENTRY &
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BUSINESS AND
COMMUNITY AWARDS

1. The Workforce Developer | Monday 13th January 2025
2. The Global Player | Monday 13th January 2025
3. The Community Champion | Tuesday 14th January 2025
4. The Problem Solver | Tuesday 14th January 2025
5. The Planet Saver | Wednesday 15th January 2025
6. The Equality Trailblazer | Wednesday 15th January 2025
7. The Rapid Riser | Thursday 16th January 2025
8. The Not-For-Profit Champion | Thursday 16th January 2025
9. The Creative and Cultural Activator | Friday 17th January 2025
10. The Inspirational Individual | Friday 17th January 2025

JUDGING DATES

#CWAwards25



Join us on our journey to March 2025

Got questions or want to know more about the Coventry & Warwickshire Business and Community Awards 2025?

Get in touch with the Chamber Awards Team:

Email: awards@cw-chamber.co.uk

Call: 024 7665 4321

Web: cw-chamber.co.uk/awards

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