

2019 SPONSORSHIP OPPORTUNITIES

Thursday 7th March 2019
Northern Commercials
Stadium



CELEBRATING SPORT IN BRADFORD

Showcase your brand alongside Bradford's finest

The Bradford Sports Awards will return on March 7th 2019 for its fourth year, celebrating Bradford's sporting success and unsung heroes. The Northern Commercials Stadium will host the glitzy awards ceremony which has attracted more than 350 people in each of the last three years.

Last year's event was the biggest year yet and with a fantastic year of sport ahead for both the city of Bradford and our athletes, 2019 is expected to be even bigger. Stars of professional and community sport attended the 2018 ceremony, including many of the all conquering Bradford Bulls RLFC women's team, plus representatives of Bradford City FC.

BBC Sport presenter, Tanya Arnold was a fantastic host as winners and finalists from 15 categories received their moment in the spotlight, with everything from international sportspeople to juniors.

High profile attendees included Wayne Jacobs, the Chair of Active Bradford; Marie Christopher, Director of Communications for Welcome to Yorkshire; and Kersten England, Chief Executive of Bradford Council.

“What a special night @Active_Bradford awards - inspiring, uplifting and amazing people celebrated #BSA2018”

TANYA ARNOLD
BBC SPORT PRESENTER/REPORTER AND BRADFORD SPORTS AWARDS HOST

“The night showed that you can live in this district and you can achieve all your dreams in this district. At British, European and World level, people from Bradford are competing – it's outstanding”

WAYNE JACOBS
CHAIR OF ACTIVE BRADFORD



BRADFORD
SPORTS
AWARDS
2018

BRADFORD
SPORTS
AWARDS
2019

BRADFORD SPORTS AWARDS 2018

See our statistics from last years event on our infographic here.



MORE THAN 350 ATTENDEES

EVENT NIGHT

146 MENTIONS

2,312 ENGAGEMENTS
(Replies, Retweets, Likes, etc)

SEPTEMBER – MARCH REVIEW

438 MENTIONS

5,983 ENGAGEMENTS
(Replies, Retweets, Likes, etc)

WEBSITE STATISTICS

Active Bradford website stats – 48 hours after event date

563 USERS
732 SESSIONS

74.6% NEW VISITORS
25.4% RETURNING VISITORS

463 NEW USERS

1,280 UNIQUE PAGE VIEWS

IMPRESSIONS



43K

(How many times our content was seen)

TOP INTERACTIONS ON THE NIGHT FROM:

- @BecSchCommunity
- @TKDHorizon
- @BarracudasDBC
- @BaildonCE

NEW FOLLOWERS



49

IMPRESSIONS



261,753

(How many times our content was seen)

AUDIENCE DEMOGRAPHIC



64% MALE



36% FEMALE

NEW FOLLOWERS



180



activebradford.com/BSA

BRADFORD SPORTS AWARDS BROUGHT TO YOU BY



The Bradford Sports Awards is brought to you by Active Bradford and has the full support of all Active Bradford partners.

We are driven by our vision of a culture across the district where physical activity is an everyday part of everyone's lives.

Each partner develops and delivers a wide range of opportunities to be active. They come together through Active Bradford to collectively;

- Influence key decision makers in being active
- Support those planning and delivering opportunities
- Develop new opportunities through strategic plans and programmes
- Promote opportunities through campaigns and other communications

OUR PARTNERS



SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSOR £5,000 + VAT

Become the Headline Sponsor for the Bradford Sports Awards 2019 and celebrate the fantastic sporting achievements of the city of Bradford. Don't miss your chance for your company to become event partners and enjoy the exposure shown below;

- Composite logo and lead sponsor on collateral pre, during and post event. This includes strong presence on the following;
 - Social Media channels (Yorkshire Sport and Active Bradford)
 - Press Releases
 - Event tickets
 - Winner Certificates
 - Active Bradford's Website
 - Photo backdrop
 - Event Presentation slides
 - Full Page Advert to promote and show the support of your brand
 - Premier positioned VIP seating on the event night for 10 people

Additionally, we will supply a composite logo for you to use and promote.



COMPOSITE LOGO
Last year's logo for reference

ASSOCIATE SPONSORS £2,000 + VAT

- Shared sponsorship and exposure pre, during and post event
- ½ Page Advert
- 5 VIP tickets plus drinks

CATEGORY SPONSORS £3,000 + VAT

- Exclusive Award Category association including exposure pre, during and post event
- Opportunity on the event night to present the Award Category
- ½ Page Advert
- 5 VIP tickets plus drinks

SPECIAL CONTRIBUTION SPONSORS £1,000 + VAT

- Association with individual award including exposure pre, during and post event
- Opportunity on the event night to present the Award
- 2 VIP tickets plus drinks

ALSO AVAILABLE
ADVERTS IN EVENT
PROGRAMME
FULL PAGE: £200
HALF PAGE: £150

BE INVOLVED FROM THE START

W
**BRADFORD
SPORTS
AWARDS
2019**

For sponsorship opportunities,
please contact Gary McCall

Email:

gary@bananakick.com

Tel:

0113 200 6312

Website:

www.activebradford.com/BSA

