

**11TH MAY 2012
HILTON HOTEL,
GLASGOW**

OUR HEROES
WWW.DAILYRECORDOURHEROES.CO.UK **2012**

Concept

Now in its 9th year, the Daily Record Our Heroes Awards is a community event established to recognise, celebrate and honour the achievements and tireless endeavors undertaken each and every day by 'ordinary' people in communities throughout Scotland.

The 'Our Heroes' awards allows Scotland's national newspaper to reach out to the hearts and minds of people in local communities by acknowledging the courage, quiet dignity and selfless acts undertaken to enrich the lives of others.

As the Daily Record's flagship event, the 2012 event will be given a minimum of 25 pages editorial in the newspaper 4 months prior to the events and post event giving excellent branding opportunities.

Event Summary

The event will take place at the Glasgow Hilton Hotel on Friday, May 13th 2011 and after the positive feedback from previous years, Jackie Bird and Tam Cowan have been invited back to host the evening.

Event Format

- Pre dinner drinks reception
- Gala awards ceremony for up to 500 guests
- 3 course meal
- Awards presentations
- Entertainment
- DJ

Media Coverage

The Daily Record fully supports this flagship event. There will be significant editorial coverage both pre and post event. This will be accompanied by an advertising campaign.

The 2012 media schedule is as follows

Editorial Launch spread Feb 2012

Ongoing weekly editorial/coverage from launch in Feb to post event coverage in May 2012

Up to 6 pages of post editorial coverage May 2012

AWARDS CATEGORIES

Our Community Hero
Reserved for Stagecoach

Our Forces Hero
Reserved for The Royal British Legion

Our Little Hero
Reserved for St Enoch Centre

Our Emergency Services Hero

Our Senior Hero
Reserved for P&O

Our Caring Hero

Our Fundraising Hero

Our Sporting Hero

Our Entertaining Hero



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Associate Sponsorship Opportunity

Cost £25,000 plus VAT,

At the Event

- One place on top table at event
- Two tables of 10 in prime position including wine
- Access for 21 to VIP room and branding in VIP room
- Representative will be invited to join the judging panel
- Opportunity for a representative to address the audience in a welcome speech.
- Associate lead branding in reception area and on staging (alongside another associate sponsor) branding all opportunities will be explored with client
- Presentation of a category award on stage and joint presentation of our Overall Hero 2012 with the other associate sponsor
- Full page advert in the event program in prime position
- Front page logo branding within event programme (alongside one other sponsor)
- Associate lead logo branding on screen branding at event
- Verbal acknowledgement of your sponsorship at various points during the evening

Media

- Associate lead logo branding (alongside one other sponsor) within all pre and post event editorial coverage from Feb - May 2012
- Associate lead logo branding (alongside one other sponsor) within all event advertisements within the Daily Record (857,000 readers) and Sunday Mail (just over a Million readers)
- Opportunity for a quote from your representative to appear in-paper pre and post event. We will also endeavour to include a photo of your representative in the post-event coverage.
- Associate lead logo branding on the event website with a hyperlink through to your own website

- Opportunity to purchase further tables at 20% discount

Estimated media value above will be in excess of £250,000 plus event benefits

Category Sponsorship Opportunity

Cost - £8,000+vat

At the Event

- One table of 10 in prime position including wine
- Access for 2 to VIP room and branding in VIP room
- Presentation of your chosen award category on stage.
- Branding in reception area and on staging - all branding opportunities will be explored with client (including branding on all printed materials)
- Full page advert in event programme in prime position
- On screen branding at event
- Opportunity to purchase further tables at a discounted rate of 20%
- Verbal acknowledgement of your sponsorship at various points during the evening

Media Benefits – Daily Record

Category level logo branding within all pre and post event editorial coverage from Feb - May 2012

Category level logo branding within all event adverts promoting the event within the Daily Record (857,000 readership) and Sunday Mail (Just over a Million)

Category level logo branding on all in-paper Daily Record coverage including advertisements until May 2012 (dependant on time of signing agreement)

Estimated media value above will be in excess of £30,000

Corporate Hospitality Opportunity

Cost - £1000+vat

- Table of 10 at the event
- Champagne Reception
- 3 course meal
- 5 bottles of wine per table

Support Sponsorship Opportunity

Cost - £4,000+vat

At the Event

- One table of 10 in prime position including wine
- Branding in reception area and on staging - all branding opportunities will be explored with client (including branding on all printed materials)
- Half page advert in event programme in prime position
- On screen branding at event*
- Verbal acknowledgement of your sponsorship at various points during the evening
- Opportunity to purchase further tables at a discounted rate of 20%

Media Benefits – Daily Record

Support level logo branding on all in-paper Daily Record coverage including advertisements until May 2012 (dependant on time of signing agreement)*

Estimated media value above will be in excess of £20,000

* Support level branding will appear smaller than that of higher-level sponsors'

www.dailyrecordourheroes.co.uk

