



Honouring the Region's  
Charity Stars



# The Wessex Charity Awards 2010

## Information for Sponsors and Supporters

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Organised by





## About the Wessex Charity Awards 2010

### What are the Wessex Charity Awards?

Described in the press as the 'Charity Oscars', the Wessex Charity Awards celebrate the work of charities based within the Wessex region. Their location often means they are not included in London-centric initiatives, but their professionalism and dedication are no less than their counterparts in other parts of the country.

### About the Organisers

The Awards are organised by PAS Charity Recruitment, the leading recruitment consultants for the charity sector in the South. Their contacts ideally place them to bring together the region's leading charities and supporters in a prestigious event that recognises the efforts of outstanding individuals and organisations connected with the charitable sector.

PAS Charity Recruitment has formed a Wessex Charity Awards 'Committee' comprising organisations and professional individuals all of whom have either charity sector knowledge and/or experience of producing and managing events.

### The Event

The 2010 Wessex Charity Awards will be held at The Guildhall, Winchester on the evening of Thursday 30 September. The evening will comprise of a Champagne Reception and Gala Dinner, and will showcase the work of the finalists.

### The Awards

Nominations will be invited from charities based in the Wessex region. A total of 5 Awards will be presented during the evening, incorporating the prestigious 'Charity of the Year' award. The awards will be judged by a panel comprising people experienced in different aspects of charity management and distinguished by their own contribution to this sector.

### 2009 Winners

Naomi House - Charity of the Year

Phyllis Tuckwell Hospice - Trustee Board of the Year

Emmaus Hampshire - Fundraising Team of the Year

Martin Edwards, Julia's House - Chief Executive of the Year

Coastwatch, Portland Bill - Volunteers of the Year



## Benefits for Sponsors and Supporters

By linking your organisation with this prestigious awards event you will:

### Raise your profile

Following the highly successful 2009 awards, we are currently in discussion with a high-profile media partner to gain coverage of the event. A comprehensive PR strategy will ensure that the awards are, once again, the most talked about event in the region. Planned television, radio and newspaper coverage will present your organisation to a new and wider audience.

### Create positive associations with forward-thinking organisations

You will have the opportunity, not only to align your organisation with the charities of the region, but also to collaborate with like-minded businesses.

### Celebrate your own contribution to the charitable enterprises of our region

Many of your employees will already have an association (through sponsored events or as a volunteer) with local charities. Your involvement in these awards is an opportunity not only to recognise your employees' efforts, but those of the charities as well.

### Add value to your own marketing initiatives

With the Wessex Charity Awards being a recognisable brand, use of the Wessex Charity Awards logo in your own marketing will not only add value by association, but demonstrate your organisation's empathy and support of the charities in your region.

As a Sponsor or Supporter, you will be provided with the Wessex Charity Awards marketing material and suggestions on how best to maximise your investment.

Through a combination of branding and promotion, the Wessex Charity Awards will give your business great opportunities to work with many charities in the region.



## Your Contribution

In order to ensure that the 2010 Wessex Charity Awards surpasses the glittering success of 2009, we are in the process of selecting key Sponsors and Supporters. Opportunities to be involved are available at three levels, as set out below:

<b>Award Sponsors - £5,000 + VAT</b>	<b>Award</b>	<b>Associate</b>	<b>Supporter</b>
Be the dedicated sponsor of one of the awards, including the opportunity to present the award on the evening. (The award will be engraved with your logo and company name)	ü		
Feature on the Partnership Sponsors page on the website, with links and information about your organisation.	ü		
Full size banner on the evening promoting your organisation	ü		
Own promotional page in the Book of the Night	ü		
Represented in post-event publicity and newsletter	ü		
Photo opportunities on the evening with award winners	ü		
Your logo in the video of the awards	ü		
Your marketing literature in the gift bags for the evening	ü		
Ten complimentary tickets (a full table) to the gala evening	ü		
<b>Associate Sponsors - £1,250 + VAT</b>			
Feature in the Associate Sponsors page on website, plus links		ü	
Feature in the Associate Sponsors page in Book of the Night (up to 200 words)		ü	
Your logo and company details on the Associate Sponsors banners at event		ü	
Logo on the video of the gala evening		ü	
Four complimentary tickets to the gala evening		ü	
<b>Supporters - £500 + VAT</b>			
Listing in the Supporters page on website			ü
Listing in the Supporters page in Book of the Night			ü
Your logo and company details on the Supporters banners at event			ü
Two complimentary ticket to the gala evening			ü
<b>Bespoke sponsorship packages are also available to suit all budgets</b> Contact the Administration Office for details.			



## About PAS Charity Recruitment

Founded by Jenny Warner, PAS Charity Recruitment is a division of PAS Consultants Ltd, and is the South's leading specialist recruitment consultancy, helping charities to solve their recruitment needs. With an understanding of the challenges faced by charities, their aim is to find the best person for each position, so that organizations can grow and prosper.

With a personal yet professional approach, PAS provides executive search, permanent, contract and temporary solutions. They work at all levels from Chief Executive and Heads of Department to Administration and other Support Staff.

## About the Directors

Jenny, whose background and experience encompasses over 20 years in the recruitment industry, heads up PAS. In recognition of her professionalism and dedication to the recruitment industry, Jenny has been awarded Fellowship of the Recruitment and Employment Confederation. Jenny has volunteered for the Samaritans, Magpie 4C and Emmaus Hampshire.

As well as Finance Director of PAS, Mike Warner is a chartered accountant specialising in providing independent advice to organisations on strategy, change management and staff development. One of Mike's main specialist areas is the charity sector, both as an auditor and a trustee. For many years, he was the Chair of Trustees of Southampton Counselling Ltd, an affiliate of Westminster Pastoral Foundation.

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