

FRIDAY 16 FEBRUARY
2024

SPONSORSHIP PACK



ALL MONEY
RAISED
SUPPORTS
RACE
EQUALITY IN
STOCKPORT

Stockport Race and Culture Awards is a high-profile annual event led by Stockport Race Equality Partnership CIC. It brings together Stockport's businesses, public sector and local community to honour the people and organisations that go the extra mile in contributing to inclusive action, creating opportunities for underrepresented groups, and breaking down longstanding barriers to prosperity.

Be part of something special!





INTRODUCING STOCKPORT RACE EQUALITY PARTNERSHIP

- We work across all ethnically diverse communities, eg Angolan, Iraqi, Ethiopian, Kurdish, Kenyan, Somali, Albanian, Polish, Ghanaian, Sierra Leone, Nigerian, Zimbabwean, Caribbean, Malawian, Eritrean, Cameroonian, Gambian (to name but a few).
- We have longevity and have built trust through years of support.
- We support everything that helps Ethnically-diverse communities:
 - from domestic abuse to start-up businesses,
 - from food poverty to mental health,
 - from supporting refugees to influencing strategic decision-makers
 - from improving health outcomes to integrating communities
- We tackle the real problems and poverty on the ground, in a holistic, meaningful, impactful way.

And we do it in a positive and joyful way!





WHY SPONSOR THESE AWARDS?

Where will the money go?

By supporting these awards, you will be supporting some of the poorest and most disenfranchised communities in your borough, Stockport.

You will make a real difference!

We spend our funds on things like:

- Fortnightly culturally-appropriate foodbanks.
- Butterfly fund - Extremely small grants to pay for bus fares, emergency food shopping.
- Refugee cookery afternoon – to buy things like electric hobs, saucepans and Tupperware.
- Sewing club – to pay for sewing machines and a tutor every week.
- Clothing, baby equipment, kitchen equipment.

Longer-term relationship

We hope that this will be the start of a collaboration between your organisation and our ethnically diverse communities. Please speak to us about other opportunities to get involved.

Headline sponsorship

1. **Exclusive naming:** The event will become The Stockport Race and Culture Awards, sponsored by *your company*.
2. **Brand exposure:** The headline sponsor's logo and name are prominently featured on all marketing materials, including press releases, promotional posters, banners, and advertisements.
3. **Speaking opportunities:** The headline sponsor will have the opportunity to deliver a short welcome speech at the beginning of the ceremony.
4. **Present the Lifetime Achievement Award,** which is the final and most high profile award of the evening.
5. **Event brochure:** The headline partner will have a full page in the awards brochure to state why you are supporting these awards, and to promote your products, services, or achievements to the audience.
6. **Table of guests at ceremony (worth £200):** The headline partner can bring a table of 10 guests.
7. **Networking event:** All sponsors will be invited to a pre-ceremony networking event, to hear more about SREP, and to meet and socialise with each other.
8. **Social Media Promotion:** Special mentions and exposure on our social media channels.
9. **Networking event:** All sponsors will be invited to a pre-ceremony networking event on 1 February, to hear more about SREP, and to meet and socialise with each other.

Investment: £2,500 plus VAT

Sponsoring an award

- 1.Branding and Recognition:**The sponsor's logo and name are prominently displayed alongside the award category they are sponsoring, across all channels and for the duration of the pre-awards and post awards publicity.This visibility helps increase brand exposure during the ceremony.
- 2.Verbal acknowledgment:**The sponsor will be mentioned by the host during the award presentation, acknowledging your support and involvement in the specific award category.
- 3.Promotional materials:**The sponsor's logo and branding will appear on promotional materials and social media related to the specific award, such as nominee announcements, award category brochures, and digital advertisements.
- 4.Award presentation:** Present the award to the winner on stage, providing valuable visibility during a key moment of the ceremony.
- 5.A table of guests (worth £200):** Bring a full table of 10 guests to the ceremony.
- 6. Press Coverage:**The sponsor's involvement will be highlighted in press releases or media coverage related to the specific award category and the ceremony.
- 7. Event programme:** Your name and logo will appear in the event booklet distributed to all attendees.
- 8. Networking event:** All sponsors will be invited to a pre-ceremony networking event on 1 February, to hear more about SREP, and to meet and socialise with each other.

Investment: £1,500 plus VAT

STOCKPORT
EQUALITY
PARTNERSHIP

SRACA

• Our Awards

Community Volunteer Award

We are proud to honour exceptional volunteers from the Stockport community with our Community Volunteer Award.

This award recognises an outstanding person whose voluntary work has supported the ethnically diverse communities in the borough.



Unsung Hero Award

It takes a special person to create amazing things behind the scenes.

This award is for that person who has made a positive impact on a programme or organisation with their work ethic, attitude and commitment to excellence.





Helping Hand Award

This award acknowledges deserving people who are part of a business or organisation, who have gone above and beyond in their community to support ethnic communities, and drive change within Stockport.



Corporate Responsibility Award

We recognise businesses and partner organisations that have purposefully changed their policy and practice to better support ethnically diverse people.

They may have implemented impactful and inclusive practices, developed activities to improve environmental sustainability, and support their employees, customers, and their surrounding communities.



Distinguished Service to Ethnically Diverse Grassroots Communities Award

This award is an acknowledgement of those who have shown tireless dedication and commitment to justice and equality within their local community.



Young Person of the Year Award

This award acknowledges and celebrates the hard work of young people in our community.

It is designed to recognise a young person (under 25 years old) for their hard work, diligence and potential when it comes to volunteering for, or being involved in, a community organisation.

It recognises their creativity, strength of spirit, resilience and selflessness.



Voluntary Organisation Award

This award is an acknowledgement of those who have shown tireless dedication and commitment to justice and equality within their local community.



This award has been specially chosen by the leader of Stockport Race Equality Partnership to recognise an individual or organisation that has been outstanding in addressing inequality, bringing innovative ideas and action that drives real change.

The Aba Graham Special Award



The Lifetime Achievement Award honours the individual who has dedicated their lives to supporting race equality, and the significant contribution they make within the community.

Lifetime Achievement Award
(presented by our headline partner)

Other ways you can help Stockport Race Equality Partnership

Pay it forward – buy a seat at the awards for a person who wants to come but can't afford it.

- Price: £20 per seat plus VAT.

Support our Purple Butterfly Fund, which helps refugees, asylum seekers and those with no recourse to public funds. This fund enables us to give out tiny grants (mostly under £10) to help with public transport costs, food shopping and suchlike.

- No donation is too small for the Purple Butterfly Fund.

Donate a prize for our raffle (and buy tickets on the night)

We welcome your ideas too!

The Purple
BUTTERFLY
FUND

