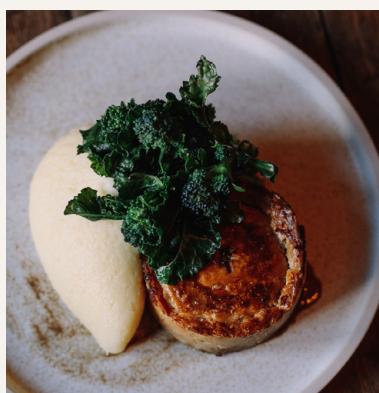




TOURISM AWARDS

2025

HEREFORDSHIRE



SPONSORSHIP OPPORTUNITIES



BE PART OF THE STORY

Celebrating tourism in Herefordshire

It's an exciting time for Herefordshire and its tourism industry. Ours is a small but very special county and in all corners there are brilliant businesses offering visitors superb experiences, accommodation and food & drink.

The Herefordshire County BID is thrilled to announce the launch of the Visit Herefordshire 2025 Tourism Awards which will celebrate the very best of what we have on offer.

We are growing a prestigious awards event to recognise excellence in the sector and bring together our tourism businesses.

Becoming a sponsor is a great opportunity to promote your brand and align yourself with excellence.

This guide takes you through the various packages on offer and we look forward to discussing your requirements in more detail.

Best wishes,

Diane Mansell
CEO
Herefordshire County BID



About the awards

The Visit Herefordshire Tourism Awards celebrate our thriving visitor economy, and we're planning another fabulous awards ceremony to be held on 3 March 2026.

We'll be championing our finalists, winners and sponsors before, during and after this special evening. Through sponsorship you will reach thousands of potential customers and align yourself with the best our County has to offer, from places to eat and stay to experiences and attractions.

Our Awards are delivered in partnership with VisitEngland and our regional winners will be put forward to the national VisitEngland Awards for Excellence.

THE 2025 JUDGES' CATEGORIES

- 1 Accessible and Inclusive Tourism Award
- 2 B&B and Guest House of the Year
- 3 Business Events Venue of the Year
- 4 Camping, Glamping and Holiday Park of the Year
- 5 Visitor Attraction of the Year
- 6 Ethical, Responsible and Sustainable Tourism Award
- 7 Experience of the Year
- 8 International Tourism Award
- 9 Hotel of the Year
- 10 New Tourism Business of the Year
- 11 Pub of the year
- 12 Self-Catering Accommodation of the Year
- 13 Taste of England/Taste of Herefordshire
- 14 Unsung Hero Award
- 15 Wedding Venue of the Year
- 16 Retailer of the Year

Gold Level SOLD

Headline Sponsor

Benefits:

- Visit Herefordshire Tourism Awards Headline Sponsor
- Sponsorship of the Visit Herefordshire Tourism Awards Overall Winner of Winners Award
- Company Logo displayed during Associated Award presentation
- Company Logo on Associated Certification
- Company details promoted as part of the communications campaign
- Acknowledgment in communications and by event Host as a main sponsor
- Company Representative to briefly highlight their commitment to Visit Herefordshire before presenting Associated Award
- Full page (with logo/image) included in Awards evening event material with Associated Award
- 1 x Table of 2 to the Awards Evening
- Drink on arrival, 3 course meal, 3 bottles of wine per table
- Company Logo on advertising during the event
- Company details on website promotion prior to event
- A bespoke e-newsletter tailored to your business
- Opportunity to participate in the judging process at the second round

Silver Level £1,000

There are 16 Silver Sponsorship packages available

Benefits:

- 1 x Award Sponsorship - 16 categories in total e.g. New Tourism Business of the Year
- Company Logo displayed during Associated Award presentation
- Company Logo on Associated Certification
- Company details promoted as part of the Comms Campaign
- Acknowledgement in communications and by event Host as a sponsor
- Company Representative to present Associated Award
- Company logo included in Awards evening event material
- 2 x tickets to the Awards Evening
- Drink on arrival, 3 course meal, 3 bottles of wine per table
- Company Logo on advertising during the event
- Company details on website promotion prior to event
- Opportunity to participate in the judging process for your sponsored category

Bronze level SOLD

There are 3 Bronze Sponsorship packages available

Package 1 -Table decorations SOLD

Package 2 - Table wine SOLD

Package 3 - Welcome drink SOLD

All come with the following benefits:

- Acknowledgement on table of sponsorship
- Acknowledgement in communications as a sponsor
- Acknowledgement on the night by event host
- Company logo on sponsors page of Awards evening event material
- 2 x dinner tickets – includes: drinks on arrival, 3 course meal & share of table wine
- Company Logo on advertising during the event
- Company details on website promotion prior to event
- Company details promoted as part of the communications campaign

