



# Scottish Canals

## Volunteer Awards 2020

# SPONSORSHIP OPPORTUNITIES



Scottish Canals  
**VOLUNTEER**  
AWARDS 2020



## Celebrating the best in Volunteering

The Scottish Canal Volunteer Awards are the premier awards for the canal industry in Scotland. They celebrate commitment, success, innovation, excellence and best practice, demonstrating Scotland's capacity for volunteering.

The awards offer the opportunity to recognise those people who have made valuable contributions to the canal network across the country, and those who go the extra mile to provide the general public with an enviable Scottish asset

2019 saw over 25 awards being presented to individual volunteers and many of the organisations who contribute to the success and vibrancy of this very important facility, and part of Scotland's heritage. 4 outstanding volunteers were inducted into the Hall of Fame.

We again welcome the involvement and support of other organisations in helping us celebrate the best in Volunteering in 2020

This brochure outlines some of the sponsorship packages available, but we will be delighted to tailor a support package to suit your needs.



### **Volunteer of the Year Award**

Scottish Canals Volunteer of the Year Award has been created to recognise an outstanding volunteer contribution to maintaining, promoting, or working on part of Scotland's canal network. The Volunteer of the Year will be a person nominated by the general public, or representatives of organisations with an interest in the canal network

### **The Unsung Hero Award**

Scottish Canals Volunteer Unsung Hero Award has been created to recognise an outstanding volunteer contribution to maintaining, promoting, or working on part of Scotland's canal network. The unsung hero will be a person nominated by the general public, or representatives of organisations with an interest in the canal network.



### **Canal Organisation of the Year**

Much of the lifeblood of our canal network centres around the numerous Canal Societies operating along (or nearby) it's towpaths. This award acknowledges the valuable contribution made by these organisations, run entirely by volunteers, or provide opportunities for those in the volunteer sector. Members of the public will be encouraged to vote for their favourite nominated Canal Organisation.

### **Best Social / Community Engagement of the Year**

This award has been created to recognise excellent collaboration between canal volunteering organisations and a community or local initiative, promoting any or all of the varied benefits of Scotland's canal network. The best social or community engagement project will be nominated by the general public, community participants, or representatives of organisations with an interest in the canal network.



### **Best Volunteer Led Canal Festival or Event**

The award for Best Volunteer Led Canal Festival or event will be made to an organisation (predominantly run by or engaging with the volunteer sector), showing commitment to the canal network, and engaging with the local community. Members of the public will be encouraged to vote for their favourite Canal Festival or Event.



### **Best Volunteer Led Tourist Attraction**

This prestigious award will be made to a tourist attraction predominantly employing volunteers, based on the canal network, or engaging in canal based activity within Scotland. Projects or organisations demonstrating a continued commitment to the canal network are encouraged. Members of the public are encouraged to vote for their favourite nominated Tourist Attraction.

### **Young Volunteer Award**

Scottish Canals Young Volunteer of the Year Award has been created to recognise an outstanding volunteer contribution by a young person to maintaining, promoting, or working on part of Scotland's canal network. The Young Volunteer of the Year will be a person nominated by the general public, or representatives of organisations with an interest in the canal network..



### **The Lifetime Achievement Award**

The Lifetime Achievement Award is made to honour an individual who has not only made an outstanding contribution to the canal fraternity but also a lifetime commitment and lasting input to the heritage of the canal network in Scotland.

### **Volunteer Achievement Certificates**

Achievement Certificates are awarded to those volunteers who have completed a certain number of hours / days participating in the maintenance and running of the Scottish Canal network. Many of these volunteering opportunities are listed under the "Get Involved" section on the Awards Web Site at [www.scv-awards.co.uk](http://www.scv-awards.co.uk)



### **Volunteer Engagement Award**

The Volunteer Engagement Award will be made to an organisation, contractor, team or individual who has demonstrated outstanding commitment to engaging with Scottish Canal Volunteers, or other volunteers working on the canal network. Community engagement is also encouraged.

## Main Event Sponsor

We would be delighted to discuss a package for “Main Event Sponsor” tailored to your requirements. A number of specific items can be included, but the over-riding element would be prominent exposure throughout the build up to the awards ceremony, coverage at the event itself, and considerable post ceremony publicity.

Elements could include any or all of the following ...

### Your Name associated with the Awards

Your name and logo will be displayed wherever possible in the promotion, of the event including the web site, all social media channels, press releases, etc.

### Before the event

- Your logo included on all presentation material
- Your logo on all e-shots
- Your logo on all e-tickets

### At the Event

- A table for 10 positioned in a prime location at the awards
- Your company logo will appear on the screens throughout the evening
- Company logo to appear on all event signage where appropriate including the Sponsors Board.
- Full Company Profile in the Souvenir Programme
- Full page advert in the awards programme
- Your logo and profile in the awards programme

## Category Sponsorship

Silver, Gold & Platinum Sponsorship is available in all award categories, depending on the requirements of the category Sponsors.

Only one level of sponsorship is available for each category.

### Silver Sponsorship      **£100.00**

- Your name and logo being associated with your chosen category on all publicity
- Your Logo displayed with all other logos on the Sponsors Board
- ¼ page advert in Souvenir Programme
- Present your category trophy

### Gold Sponsorship      **£150.00**

- Your name and logo being associated with your chosen category on all publicity
- Your Logo displayed with all other logos on the Sponsors Board
- ½ page advert in Souvenir Programme
- Present your category trophy

### Platinum Sponsorship      **£250.00**

- Your name and logo being associated with your chosen category on all publicity
- Your Logo displayed with all other logos on the Sponsors Board
- Full page advert in Souvenir Programme
- Present your category trophy

## Support Sponsorship

In addition to the main sponsorship packages, there are a number of other opportunities to give your support to the 2020 awards programme.

### Programme Advertising

Show your support for the Awards by placing an advert in the event programme ...

¼ page ( 70mm high x 210mm wide) ~ £50.00

½ page (150mm (h) x 210mm (w) ~ £100.00

Full page (300mm (h) x 210mm (w) ~ £200.00

Rear Cover (300mm (h) x 210mm (w) ~ £250.00

### Support a Category

It is important that our volunteers see recognition for their efforts, and simply attaching your name to one of the award categories gives such recognition and credibility to the award.

Category supporters will be acknowledged in the Souvenir programme and on screen during the award programme

There is no financial cost involved in such support, but your backing is indeed priceless.

### Sponsor a Trophy

Trophies can be presented in presentation boxes which will include your branding and presentation material from yourself.

Sponsored Trophies will be acknowledged in the Souvenir Programme, and on screen during the award programme.

Trophy Sponsorship ~ £50.00

### Table plan

Your company logo featured prominently on the table plan at the event and printed in the programme, which will also feature your logo and company profile.

Table Plan Sponsorship ~ £100.00



## Some comments from our 2019 Sponsors ...

*"The 2019 Awards programme was an amazing success and was a credit to all the volunteers who participated. We look forward to another successful programme, which this year is shaping up to be bigger and better"*

**Catherine Topley**  
CEO Scottish Canals

*"We have once again been delighted by this year's response to the Volunteer Awards. These rewards aim to shine the spotlight on the organisations and individuals who have shown real commitment and dedication to the canal network in Scotland."*

**Ronnie Rusack MBE**  
Scottish Canal Volunteer Awards

### Sponsorship Enquiries

To discuss your sponsorship packages, please contact :

Contact: **Stuart H Rennie**  
Email: **info@scv-awards.co.uk**  
Tel: **07847 611398**