

SPONSORSHIP BRIEF

2024

CELEBRATING
FORCES FAMILIES
AWARDS

celebratingforcesfamilies.co.uk



the event

Within the many events and awards evenings that happen across the UK's Armed Forces network this event focuses purely on Serving families and those who support employment of military families.

The aim of the event will be to acknowledge and celebrate the resilience, the amazing projects families have undertaken, triumph over adversity and inspiring career paths taken whilst being part of the whole community.

The event is supported by the Ministry of Defence through its Partner Employment Steering Group. It will be a not-for-profit event with any leftover funds being divided across family-related military charities representative across all three single Services.

joining virtually

With key support by the BFBS Live Events Team, the evening will also be filmed live so that families can join virtually should they be unable to attend the evening in person. Particularly those living in remote areas in the UK or overseas.

2024

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SPONSORSHIP
PACKAGES



What's included?

You will be the over-arching sponsor of the whole Celebrating Forces Families (CFF) Awards evening.

Your own branded pop-up banners will flank the CFF2024 branding inside the main entrance to the awards evening. Apart from the Drinks' Reception area, you will be able to have your branding on the large side-screens during the dining part of the evening and your logo included on each table name card.

Your organisation will receive formal thanks and recognition by our presenters at the start and include part of the collective thank you of all sponsors at the end of the awards' section of the evening. A chosen representative(s) of your organisation will present not only the headline sponsor's award, but will also have two minutes to contribute to the closing speech post-awards.

You will have 10 free tickets for your guests; one of whom (of your choice) will be invited to join the VIP's Top Table.

HEADLINE SPONSOR

£15,000

MEDIA SPONSOR

This sponsor is already confirmed as the BFBS Live Events' Team who will be providing the live streaming functionality of the event as well as all the staging, sound, lighting, auto-cue and bookings/engagement with those presenting on stage.



~~£7,500~~

RECEPTION SPONSOR

Your organisation will have full use of the reception area which can hold up to 250 guests and will accommodate the Drinks' Reception. There will be flatscreens available for electronic branding of your choice, together with cocktail tables for any branded material and open space for pop-up banners to be placed.



£6,500

AWARD SPONSORS

Your organisation's branding is engraved onto the named award and up to two representatives are invited to attend the evening, free of charge. One or both of your guests will then announce the winner and present the award to the winner(s) on stage.



£4,500 x10

GREEN ROOM SPONSOR

The Green Room is a dedicated area to host award winner interviews and general PR event publicity. It will be manned by the BFBS live events team.



£3,500

CHOIR SPONSOR

So far we had performance from the MWC in 2022 and then AFCC in 2023, we currently looking for our next performers for 2024, so watch this space



£3,000

What's included?



Headline Sponsor



Media Sponsor



Reception Sponsor



Award Sponsor



Green Room Sponsor



Choir Sponsor

PRE-EVENT

Sponsors' logos on the CFF website with backlink to the organisation's website and social media tagging.



Pre-event promotion such as website news stories, social media and invite emails



Arrival drinks and canapés including ability to utilise the Drinks' Reception area for sponsor's branding purposes, alongside CFF branded materials



AWARDS

Headline award sponsorship included plus one full table of guests (x10)



Award branding with 2 x free tickets and to present award during the awards evening



Award branding and to present award during the awards evening



Opportunity to add a suitable gift to the guests' gift bags (which includes the finalists)



EVENT DURATION

Logos on stage screens throughout the event at appropriate times of proceedings. The Headline Award logo only will be shown alongside the CFF logo during the dining section of the evening



Headline sponsor's logo on numbered table cards



Sponsors' branding and company profiles included in the awards evening programme



Logo feature during performance and on marketing



POST-EVENT

Include the sponsors' logos and mention them in the post-event publicity



Logo to feature in green room/area and social channels

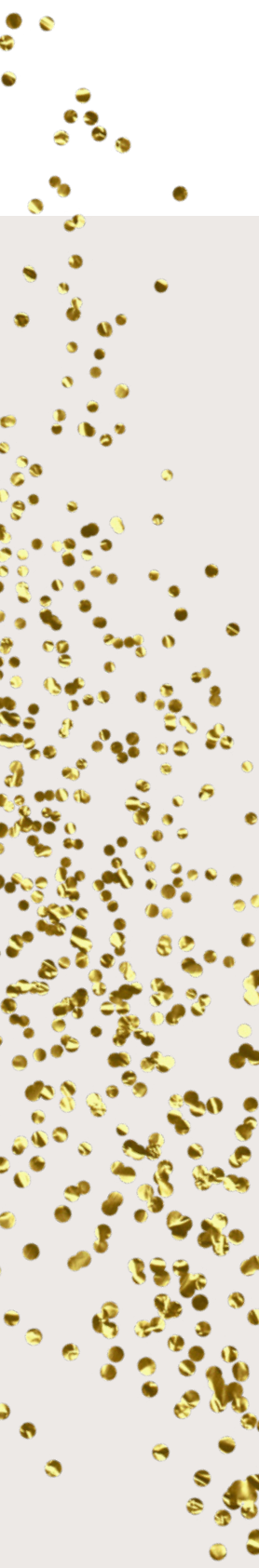




2024

**CELEBRATING
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**AWARD
CATEGORIES**





award 1

INSPIRATIONAL ADULT FAMILY MEMBER OF THE YEAR: HEADLINE AWARD

Someone who has goes above and beyond as a family member of the Armed Forces community and, as a result of their efforts, has also helped or inspired members of the Service community.



award 2

YOUNG PEOPLE'S AWARD: SUPPORTING THE ARMED FORCES COMMUNITY

For a child of someone who serves or has served, who has given their time and energy to the betterment of the Armed Forces community.



award 3

VOLUNTEER OF THE YEAR: SUPPORTING THE ARMED FORCES COMMUNITY

This could be any individual military family member or family of any age who has volunteered towards any cause that supports the Armed Forces.



award 4

AWAY FROM HOME

For a family member, or family who is/are based overseas and has/have gone above and beyond to help their local Armed Forces community.



award 5

OVERCOMING ADVERSITY

An award for a military family member who has experienced and achieved success despite experiencing significant difficult challenges. This could be based around mental, physical, emotional or social challenges, that the individual has overcome.



award 6

MILITARY FAMILY CHARITY

A registered charity or CIC that has provided exemplar support to Armed Forces families during 2023-2024.



award 7

SOCIAL MEDIA INFLUENCER

For someone who is a military family member and has been instrumental in specifically supporting or benefitting the Armed Forces community through the use of social media.



award 8

ARMED FORCES ADVOCATE(S) OF THE YEAR

The winner publicly and positively supports Armed Forces families. This could be a school, group/club, family or an individual!

award 9

SMALL BUSINESS OWNER

For a military family member who has set up their own business due to the nature of a mobile lifestyle in the Armed Forces and made it the best it can be, no matter what size.



award 10

PUBLIC SERVICE AWARD

For any Public Service employer who has signed the Armed Forces Covenant, and either holds an ERS award, or uses forcesfamiliesjobs.co.uk. They must also be actively seeking and supporting the employment or training of military families.

award 11

BUSINESS AWARD

New for 2024 – For any corporate or commercial business supporting the military community through the Armed Forces Covenant, ERS, forcesfamiliesjobs.co.uk or any other support directly aimed at the Armed Forces community.



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**CONTACT THE
EVENT TEAM**