

# Supporting the ALBAS



Awards for Land-based and  
Aquaculture Skills



Our ALBAS celebrate the hard work and achievements of trainees, pupils, Modern Apprentices, mentors, training providers and secondary schools in Scotland's land-based and aquaculture sector.

They recognise the inspirational qualities and outstanding contributions that our nominees make, while showcasing the many rewarding careers on offer.

The awards culminate in a high profile ceremony in the DoubleTree by Hilton Hotel Dunblane Hydro on Thursday 9th March 2023, hosted by sheep farmer and social media star, Cammy Wilson.

**Your support makes it possible for us to celebrate the achievements of Scotland's top trainees and training programmes. All contributions go towards the overall running costs of our event and will be gratefully acknowledged.**

## **Main Supporter**

In our most prestigious support option, your organisation gains maximum benefit from the awards, from the nomination process right through to the high-profile ceremony itself. Other benefits may also be available, so please ask us for details.

### **Before the Event**

- Your company will feature in PR and marketing around the awards, including our website and social media, promotional material and newsletter, generating media coverage

### **During the Event**

- As main supporter, you have the option of providing us with a short video message to be played during the ALBAS
- Entry to an exclusive reception to meet finalists before the ceremony
- Extensive branding opportunities, including logo on stage throughout presentations and your banner stands in the venue
- Distribution of your products or promotional material to guests
- Full page advert, logo on cover and editorial in our souvenir programme
- Presentation on stage to overall individual winner
- Table for 10 at the ceremony.

### **After the Event**

- Feature as the main supporter in the next edition of our newsletter
- Photograph on our website of you presenting the overall winner's award
- Credit as main sponsor in PR activity related to the awards
- Opportunity to host a reception at our Royal Highland Show stand
- Option of becoming main event supporter again the following year

## Gold Support\*

Be a major part of our premium awards event. As well as enjoying a wide range of marketing benefits, you'll be able to meet key figures from industry and can entertain your guests.

### Benefits include:

- Eight tickets for the awards dinner
- Your company's name or logo to appear: in background presentations on stage; in the souvenir programme with a half-page advert; on our website with link to yours; in the next edition of our newsletter after the ceremony; within press releases and marketing materials before, during and after the event.

\*£3,000 plus VAT

## Silver Support\*

Excellent value for your organisation with marketing opportunities at the awards dinner and after the event.

### Benefits include:

- Six tickets for the awards dinner
- Your company's name or logo to appear: in the souvenir programme with a quarter page advert; on our website with link to yours; in the next edition of our newsletter after the ceremony; within press releases and marketing materials before, during and after the event.

\*£2,000 plus VAT

## Bronze Support\*

Our most affordable support package offers the following benefits:

- Four tickets for the awards dinner
- Your company's name and logo in the souvenir programme and a link from our website to yours.

\*£1,000 plus VAT



## Donations

We welcome donations of any size, as they help us offset the overall costs of running our prestigious event. All donors are credited on our website and in the souvenir programme.

## Specific Awards

If you contribute to our event, you can also choose to support an industry or award. Please note that you might not be the only individual or company doing so.



Find out more about the ALBAS by scanning this QR code.  
[www.scotland.lantra.co.uk/learner-year](http://www.scotland.lantra.co.uk/learner-year)  
01738 310164 [scotland@lantra.co.uk](mailto:scotland@lantra.co.uk)

