



Leeds Sports Awards - 2017 event at first direct arena

This paper seeks to provide members with a brief overview of the progress made by the Leeds Sports Awards Organising Committee (LSAOC) leading up to the event on Tuesday 7th March 2017.

2017 at first direct arena – Title Sponsors - LeedsBID

In the last week Banana Kick, on behalf of LSAOC, have successfully secured the title sponsor package (value £20k) from LeedsBID, the following image and article profiling their recent launch opportunity at the Aquatics Centre at JCCS.

LeedsBID have been extremely supportive with this year's event, initially agreeing to underwrite the additional costs a move to the arena would create, they have now increased their investment to take up this key role in our event.

The **first direct** arena is located in and part of LeedsBID's Business Improvement District area, something neither the New Dock or the Centenary Pavilions sits within, so being able to now link with this organisation through the event relocation has been invaluable.



LeedsBID can proudly announce itself as the 2017 Leeds Sports Awards Title Sponsor.

Vice Chair of Sport Leeds, Sally Nickson commented "We're thrilled to have LeedsBID on board and we're looking forward to working together with them to make this year the best awards yet".

Andrew Cooper, Chief Executive of LeedsBID, said: "LeedsBID is delighted to be the title sponsor of this year's Leeds Sports Awards, which are now one of the prestigious events in the city's sporting calendar."

"These awards shine the spotlight on the sporting skills and achievements of people in the city, which play a huge part in the work of raising the profile of Leeds locally, nationally and internationally."

"One of LeedsBID's commitment to the Leeds Sports Awards alongside being the main sponsor was leading on and facilitating its relocation to a larger city centre venue to reflect the ambition to grow the event."

Other partners include Leeds Beckett, University of Leeds, ImageCo and Leeds City Council who are each sponsoring an award within the Special Contribution category.

With the event now less than a month away, the excitement is rising and tensions are building as we count down to the most glamorous event on the Leeds sporting calendar. Join us this March to celebrate the outstanding sporting achievements the City of Leeds accomplished in 2016, at a star-studded awards ceremony and dinner.

Sponsorship:

This year's search and procurement of sponsorship has been a particular challenge for all concerned. Those organisations that have been generous in their support in previous years have been honest in sharing that they have had to redirect their finances to internal or other priorities this year or in the case of ASDA's support in the past, for example, strategies for local community engagement are now being led nationally.

We are however extremely grateful for the support so far from the following additional sponsors secured: Leeds Beckett University, University of Leeds, ImageCo, Leeds City Council and Yorkshire Sport Foundation. Along with the key organisations that provide their time and resources for free or limited cost to us, including Resource Print, swpix, Larkfield Trophies, BBC, to name a few.

It is also important to share that the verbally agreed access to the arena's extensive company database and in turn potential sponsors, has been very limited and it is increasingly apparent that we are a very small 'experience' is a calendar of significant internationally profiled events. Five hundred ticket sales in 90 days for #LSA17 more complex, it seems, than 10,000 in 90 seconds for Drake!

Attendees:

The LSAOC are pleased to announce that over 70 finalists will be present to hear of their success in the awards with Nile Wilson, Katy Marchant, Hannah Cockcroft MBE and David Stone MBE a few of the world class athletes confirming their attendance, along with all our city's performance coaches and many other worthy finalists across all the categories. Unfortunately, with the level of performance and celebrity status of some of our talented athletes, we are aware that a number of key individuals are unable to attend.

Initial sales of tickets commenced at the end of November last year and purchasers of tickets have been steadily flowing in. Adding these attendees to our list of VIP's, finalist and sponsors gives a total recorded interest on Friday 17th February 2017 of 533.

There are still 18 days to the event and it is anticipated that before the final ticket sales date, more tickets will be bought by club members, their friends and family.

Finances:

At this time the awards event is expected and on target to reach a breakeven position. With a turnover of over £100k this year alone, the management and organisation of this event is significant, spanning almost 12 months for all those involved.

Final post event figures will be made available to members of the Board at our April AGM and Board meeting.

Sally Nickson – s.nickson@leedsbeckett.ac.uk

Sport Leeds Board – Vice Chair

February 2017