



Lancashire Business Day

22 November 2024

Premier Suite, Blackburn Rovers Football Club

Partnership opportunities

#LancashireDay #LancashireBusinessDay

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LANCASHIREBUSINESSVIEW

Celebrate all things Lancashire



Lancashire Business Day 2024



Premier Suite, Blackburn Rovers Football Club

Lancashire Business View magazine will bring together the business community to celebrate 2024 in style and mark **#LancashireDay**.

Following the success of last year's event, we are back this year and it is not to be missed!

Join us to:

- Celebrate your roots, in style!
- Showcase your commitment to the county
- Remind yourself just what happens here in Lancashire – the supply chains we support, the products we make, the services we provide...
- Network with like-minded leaders from businesses all of sizes and sectors
- Drive the Lancashire message far and wide
- Reward your staff, colleagues, clients and suppliers with an afternoon to remember

Lancashire Business Day 2024 will feature:

- Roundtable debate
- Celebration event
- Focussed marketing campaign across all Lancashire Business View channels
- Extensive review in the January/February edition



#LancashireDay **#LancashireBusinessDay**

The roundtable

Our roundtable debate will take place ahead of our #LancashireDay celebrations.

The event, open to the headline partner and Patrons of Lancashire Business Day, will be hosted by Lancashire Business View's publisher Richard Slater with key Lancashire business figures from across the county leading the debate on key topics for local business.

The event will be professionally photographed and featured in the Jan/Feb 2025 edition of Lancashire Business View magazine.

It'll also be posted online and promoted through the various LBV channels including our social media platforms.

The roundtable event and interviews with Patrons will be filmed on the day and this content will be published throughout #LancashireDay and beyond. All Patrons will get access to this video for their own marketing campaigns.



“It’s an opportunity for people to come together, network and to celebrate Lancashire!”

Ian Liddle, Partner of Farleys Solicitors LLP

#LancashireDay #LancashireBusinessDay



The celebration

Lancashire Business Day 2024 will take place at the Premier Suite, Blackburn Rovers Football Club.

The event will celebrate the business community with different elements to keep you and your guests entertained and inspired.

- **Drinks reception, networking and local entertainment**

There'll be lots of opportunity to catch-up with your network and meet new contacts throughout the event.

- **Guest speakers and panel debates**

We'll hear from those that have featured on the pages of Lancashire Business View throughout the year including businesses from our features – Hot 100, Women in Business, Sub36 and Lancashire Leaders.

- **Lunch**

A Lancashire themed two course lunch will be served.

- **Local entertainment**

There'll be time to relax, network and enjoy the entertainment.



“A celebration of Lancashire
and all the great things
Lancashire has to offer”

Ram Gupta, Managing Director of Nybble.co.uk

#LancashireDay #LancashireBusinessDay

Headline partnership £3,675 +VAT

NOW SOLD



The headline partnership package includes prominent branding on all elements of the event marketing, at the event itself and following the event.

Marketing campaign

Lancashire Business Day will be a focused campaign from July 2024 to January 2025 in print, online and at our events. We will supply a Lancashire Business Day partnership logo which can be used on your own website and materials.

In print

50,000 readers

- 'In partnership with' and your logo on all printed adverts
- 'In partnership with' and your logo on the event review in the January/February issue of Lancashire Business view
- 'In partnership with' and your logo in the digital supplement
- Your key messages to be part of editorial round-up in print
- Full page advert in Jan/Feb edition

Online

9,000 email subscribers, 40,000 monthly webpage views

- 'In partnership with' and your logo included on all digital marketing
- Regular digital advertisements and reminders of the event to run on the Lancashire Business View website, via the Wednesday Weekly bulletin and social media
- Online coverage of the event the following day
- Regular email marketing – including in event marketing, guest emails and follow-up emails
- Plus a company spotlight in one Wednesday Weekly bulletin (distributed to 9,000 opted-in subscribers)

Social media

Over 38,500 combined social media followers

- Dedicated social media campaign to run from September to January. Focus on Lancashire Business Day to get the business community involved in the #LancashireDay national campaign
- Option to supply your own key messages to be used as part of campaign

At Lancashire Business View events (October to November 2024)

Up to 100 delegates at each event

- Promotion of partnership at Lancashire Business View events in the run up to Lancashire Business Week

PR

- Regular posts and announcements about the event circulated to the appropriate media and covered online at Lancashire Business View
- A credit for your business in each press release distributed and various opportunity to provide quotes to be included

Event involvement in Lancashire Business Day:

Roundtable

- A seat on the roundtable debate taking place in advance of the event

Celebration

- Eight tickets for you and your guests
- 'In partnership with' and your logo on all event materials
- Speaking opportunity
- Your business to be thanked as part of the MC's script
- Tagged in the event social media posts
- Access to all videos and photos from the event
- Opportunity to submit nominations and judge the Lancashire Business View Business Person of the Year Award which will be presented at the event

#LancashireDay #LancashireBusinessDay



The Patron Package £2,300 +VAT

As one of just ten Patrons for Lancashire Business Day, which is limited to one per sector, this package will allow you to shout loud about your support for the county.

Marketing campaign

Lancashire Business Week will be a focused campaign from July 2024 to January 2025 in print, online and at our events. We will supply a Lancashire Business Week partnership logo which can be used on your own website and materials.

In print

50,000 readers

- Listed as Patron on all printed adverts
- Listed as Patron with your logo the event review in the January/February issue of Lancashire Business view
- Listed as Patron with your logo in the digital supplement
- Quarter page #LancashireDay Q&A in the Jan/Feb edition

Online

9,000 email subscribers, 40,000 monthly webpage views

Listed as Patron with your logo:

- Regular digital advertisements and reminders of the event to run on the Lancashire Business View website, via the Wednesday Weekly bulletin and social media
- Online coverage of the event
- Regular email marketing – including in event marketing, guest emails and follow-up emails

Plus a company spotlight in one Wednesday Weekly bulletin (distributed to 9,000 opted-in subscribers)

Social media

Over 38,500 combined social media followers

- Dedicated social media campaign to run from October to January. Focus on Lancashire Day and Lancashire Business Day itself to get the business community involved in the national #LancashireDay campaign
- Option to supply your own key messages to be used as part of campaign

At Lancashire Business View events online and in person (October to November 2024)

Up to 100 delegates at each event

- Promotion of partnership at Lancashire Business View events in the run up to Lancashire Business Week

PR

- Regular posts and announcements about the event circulated to the appropriate media and covered online at Lancashire Business View
- A credit for your business in each press release distributed and various opportunity to provide quotes to be included

Event involvement in Lancashire Business Day:

Roundtable

- A seat on the roundtable debate taking place in advance of the event

Celebration

- Six tickets for you and your guests
- Listed as a Patron on all event materials
- Your business to be thanked as part of the MC's script
- Tagged in the event social media posts
- Access to all videos and photos from the event
- Opportunity to submit nominations and judge the Lancashire Business View Business Person of the Year Award which will be presented at the event

#LancashireDay #LancashireBusinessDay



The Supporter Package £1,450 +VAT

This package will include your business listed as a supporter of Lancashire Business Day for the full campaign. It includes a supporter logo which you can update your own materials with to show your support of #LancashireBusinessDay and #LancashireDay.

In print

50,000 readers

- Listed as Supporter on all printed adverts
- Listed as Supporter with your logo the event review in the January/February issue of Lancashire Business View
- Listed as Supporter your logo in the digital supplement

Online

9,000 email subscribers, 34,500 monthly webpage views

- Listed as Supporter on all digital aspects to the campaign including advertising and email marketing

Social media

Over 38,500 combined social media followers

- Promoted as a supporter of Lancashire Business Day in the run up to the event and on the day

At Lancashire Business View events online and in person (October to November 2024)

Up to 100 delegates at each event

- Promotion of partnership at Lancashire Business View events in the run up to Lancashire Business Day

PR

- Listed as supporter in each press release distributed and various opportunity to provide quotes to be included

Event involvement in Lancashire Business Day:

Celebration

- Two tickets to attend the event
- Listed as a Supporter on all event materials
- Your business to be thanked as part of the MC's script

Contact us

For more information about packages for Lancashire Business Day please contact **Joanne Hindley**, sales director on **07442 949697** or joanne@lancashirebusinessview.co.uk



“It is a great honour to be asked to read the Lancashire proclamation”

Simon Entwistle, Tour Guide of Top Hat Tours



#LancashireDay #LancashireBusinessDay