

NOTTINGHAMSHIRE
TOURISM
AWARDS
2026



VISIT NOTTINGHAMSHIRE



NOTTINGHAMSHIRE

TOURISM AWARDS
SPONSORSHIP
2026

NOTTINGHAMSHIRE TOURISM AWARDS 2026

WHY YOU SHOULD SPONSOR

OUR COMMITMENT TO THE REGION

The Nottinghamshire Tourism Awards recognise the talent, commitment and outstanding contribution that businesses and individuals make to the region's tourism, culture, leisure and hospitality industries. We are partnering with Visit Peak District, Derbyshire & Derby to host a joint celebration of regional tourism in March 2026.

Tourism is of high importance to the local economy – it has been selected by political and business leaders as one of the four key growth sectors, with the potential to make a step change in our economy over the next decade.



EACH YEAR
VISITORS SPEND
£2.53BN
IN NOTTINGHAM &
NOTTINGHAMSHIRE



TOURISM
SUPPORTS
22,595
JOBS IN THE
LOCAL ECONOMY



NOTTINGHAMSHIRE
WELCOMED
34.96M
VISITORS IN 2024

BRAND AWARENESS

Showcase your product/service to the tourism industry, ensuring your business/brand is positioned at the forefront of the minds of tourism businesses.

COMMUNICATIONS

Raise awareness of your brand as part of an integrated communications campaign including branding and messaging within targeted e-shots, press releases and web presence.

NETWORKING

Gain access to a wide range of key decision makers in the tourism and hospitality industry.

SOCIAL NETWORKING

Be part of our active social media network with a following of over 100k across our channels



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WHAT YOU CAN SPONSOR

17 AWARD CATEGORIES

- CAMPING, GLAMPING AND HOLIDAY PARK OF THE YEAR
- EXPERIENCE OF THE YEAR
- HOTEL OF THE YEAR
- PUB OF THE YEAR
- SELF-CATERING ACCOMMODATION OF THE YEAR
- VISITOR ATTRACTION OF THE YEAR
- ACCESSIBLE AND INCLUSIVE TOURISM AWARD
- NEW TOURISM BUSINESS OF THE YEAR AWARD
- BUSINESS EVENTS VENUE OF THE YEAR
- UNSUNG HERO
- TEAM OF THE YEAR
- REGENERATIVE TOURISM AWARD
- ENTERTAINMENT VENUE OF THE YEAR
- FAMILY FRIENDLY ATTRACTION OF THE YEAR
- FESTIVAL & EVENT OF THE YEAR



HEADLINE PARTNERSHIP

WHAT'S AVAILABLE TO YOU

HEADLINE PARTNER PACKAGE

Join Visit Nottinghamshire and Visit Peak District, Derbyshire & Derby as the Headline Sponsor for the Nottinghamshire & Peak District, Derbyshire & Derby Tourism Awards. This landmark event celebrates tourism excellence across our regions, bringing together 500 visitor economy leaders, influencers, and businesses. As the Headline Sponsor, you'll receive an exclusive package designed to maximise visibility and engagement with our audience. Key sponsorship benefits include:

PRESS RELEASE ANNOUNCEMENT

Visit Nottinghamshire and Visit Peak District, Derbyshire & Derby (VN & VPDDD) will issue a press release to announce your company as the headline sponsor, featuring your quote to highlight your involvement.

Your company will be mentioned as the headline sponsor in all press releases and B2B e-newsletters, ensuring ongoing visibility and media exposure.

PROMINENT LOGO PLACEMENT

Your logo will appear with great prominence on (VN & VPDDD):
Industry websites
Application portals
All presentation slides
Certificates and digital programmes/
menus
This placement will be more prominent than that of category sponsors.

TARGETED B2B E-NEWSLETTER

A standalone B2B e-newsletter featuring your business will be sent to databases of over 4,000 contacts from Marketing Nottingham and Nottinghamshire and VN & VPDDD.

COMPLIMENTARY EVENT TICKETS

Receive 10 complimentary tickets to attend the awards dinner, allowing you to network and connect with key industry leaders.

SPEAKING OPPORTUNITY

An opportunity to present a 10-minute speech at the beginning of the dinner to share your vision and engage with attendees.

AWARD PRESENTATION

The chance to present at least one award during the ceremony and be included in the official photograph, enhancing your visibility at the event.

PROMOTIONAL COLLATERAL

You may provide collateral (e.g. digital brochures, promotional items) to be displayed during the event, ensuring direct interaction with guests.

ACKNOWLEDGMENT DURING THE EVENT

Your sponsorship will be recognised with thanks during both the welcome and closing remarks of the evening, ensuring attendees are aware of your support.

BRANDING OPPORTUNITIES

Utilise VN & VPDDD's official sponsor 2025 logos for your marketing materials, both online and offline, to highlight your partnership with this prestigious event.

INVESTMENT - £6000 + VAT





CATEGORY SPONSORSHIP

WHAT'S AVAILABLE TO YOU

CATEGORY SPONSOR PACKAGE

As a Category Sponsor, you will gain valuable exposure and benefits that enhance your presence within the industry. Below are the key advantages included in this sponsorship:

MEDIA MENTIONS

Your company will be mentioned as a sponsor in all press releases and B2B e-newsletters, ensuring your brand reaches a wider audience.

LOGO PLACEMENT

Your logo will be prominently displayed:

- The Industry website
- Application portal
- Category presentation slide
- Digital programme/menu

COMPLIMENTARY EVENT TICKETS

Receive 2 complimentary tickets to attend the awards event, providing opportunities to network with industry leaders and peers.

AWARD PRESENTATION OPPORTUNITY

You will have the chance to present at least one award during the ceremony and be included in the official photograph, increasing your visibility.

EVENT ACKNOWLEDGMENT

Your sponsorship will be recognised with thanks during both the welcome and closing remarks of the evening, ensuring attendees are aware of your support.

BRANDING OPPORTUNITIES

Utilise VN's official sponsor 202 logo for your marketing materials, both online and offline (please note that this logo will need to be created if you decide to sponsor).



INVESTMENT - £2000 + VAT



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NEXT STEPS

CONTACT US

THE TOURISM AWARDS TEAM

We would very much welcome the opportunity to discuss these opportunities with you, and discover how a partnership with the Nottinghamshire Tourism Awards 2025 can help your business.



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CONTACT US TODAY

If you would like more advice or information about the awards

Email:

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VISIT NOTTINGHAMSHIRE



MEET IN NOTTINGHAM



NOTTINGHAM PARTNERS



INVEST IN NOTTINGHAM



Visit-Nottinghamshire.co.uk