



ORGANISED BY **my family our needs**



Thursday 17th May 2018

Windmill Village Golf Club & Spa,
Birmingham Road, Allesley, Coventry CV5 9AL

Sponsors



HOST

TO BE REVEALED

#BAPSAwards

@WeAreMFON

@BUstogether

ABOUT THE AWARDS

We know, we know – there are loads of blogging awards, so why do we need another one? Well, none of those awards recognise parents and carers of children with additional needs. This needs to change.

If mainstream blogging awards do include SEND bloggers, they tend to be put into the 'inspiring' categories. Honestly, most parents tire of being inspirational.

The BAPS (Bloody Awesome Parents) Awards allow SEND bloggers to be recognised for their talents, their stories and their families – from the everyday to the exceptional. The BAPS will celebrate SEND bloggers and showcase their valuable contribution to raising awareness of additional needs, both within the SEND community and the wider society.

www.myfamilyourneeds.co.uk/BAPS

CATEGORIES

- Most Entertaining Blog
- Blogger Making a Difference
- Best Newcomer
- Most Supportive SEND Blogger
- Best Microblogger
- Blog Post that Made the Biggest Impact
- Best Non-Parent Blog to Write for
- Best Practical Advice for Families

WHY SPONSOR?

The BAPS nominees and finalists are awesome. Our Awards not only celebrate them, they bring together families, practitioners, suppliers and support providers in an informal and relaxed manner. Breaking down barriers and building positive relationships for everybody involved in supporting a child with additional needs.

You'll also:

- Associate your organisation with our influential event
- Gain access to SEND bloggers who have an established, genuine link to their audience
- Position yourself as an organisation that cares, and supports families of children with additional needs
- Develop trusted and valued relationships
- Generate brand awareness amongst parents and practitioners
- Receive blog coverage and branding from the bloggers in your chosen Award category. Some blogs receive 100,000 hits a month
- Promote your brand pre-, post- and during the event



35,000
PAGE VIEWS
over voting rounds

#BAPSAWARDS

trended
AT NUMBER 4
the night of the Awards

Over
15,000
NOMINATIONS
AND VOTES



SPONSORSHIP PACKAGES

CORPORATE SPONSORSHIP

£4,600*

EXCLUSIVITY

- Exclusivity as only corporate sponsor
- Sponsorship of the Award category of your choice (subject to availability)

PROMOTIONAL MATERIAL

- Most prominent branding on event website and all promotional material
- Full page welcome in programme
- Logo and company profile on your Award category page in programme
- Branding on course material at blogging workshop
- Small pop-up banner at blogging workshop (to be supplied)

AWARD CEREMONY

- Table of ten at Awards Ceremony
- Opening speech at Awards ceremony
- Present your chosen Award
- Promotional stand at drinks reception
- Most prominent logo position on staging
- Logo on chosen Award trophy and certificate
- Company logo on your table

*£600 of the sponsorship price will be passed onto each of your category's finalists to assist with their travel and accommodation costs.

INDIVIDUAL AWARD SPONSORSHIP

£2,600*

PROMOTIONAL MATERIAL

- Branding on event website and all promotional material
- Logo and quote on Award category page in programme
- Branding on course material at blogging workshop
- Small pop-up banner at blogging workshop (to be supplied)

AWARD CEREMONY

- Half table of five at Awards ceremony
- Present your chosen Award
- Branding on staging
- Logo on Award trophy and certificate
- Company logo on your table

*£600 of the sponsorship price will be passed onto each of your category's finalists to assist with their travel and accommodation costs.

TABLE HOST SPONSORSHIP

£600

- Table of ten at Awards Ceremony
- Company logo on your table
- Logo in programme

OTHER SPONSORSHIP OPPORTUNITIES

POA

- Drinks reception
- Entertainment
- Prize draw
- Champagne prize

TICKETS

Earlybird ticket price: £50

Early booking discount available until 16th February 2018

General ticket price: £60

Ticket price includes:

- Entry to the BAPS Awards
- Drinks reception
- Awards Ceremony
- Three course meal
- Post-Awards Entertainment

Tickets for parents, carers and nominees also include entry to The Transition Event Midlands held earlier in the day.

“

It was great to see the sponsors and other providers there, sitting with us and cheering us on as much as, if not more, than the other bloggers in the room. I felt like I was part of a team, and not them versus us, for the first time.

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“

It was a fantastic celebration of some of the best SEND writers, campaigners and supporters, who really just want other people to know that families like ours exist. It was so well put-together and we didn't want for anything on the night itself.

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SPONSOR NOW

› 01223 206964 › lisa.werthmann@carechoices.co.uk › www.myfamilyourneeds.co.uk/BAPS