



kyp

sponsorship pack



Rochdale Diversity Awards

# Rochdale Diversity Awards 2014

# Rochdale Diversity Awards



**Rochdale Diversity Awards**

## About the Awards

Rochdale Diversity Awards recognises positive contributions made by individuals and organisations in making progress within their communities and/or organisations towards race equality, inclusion and diversity within the workplace or service delivery.

The aims of Rochdale Diversity Awards are to:

- Promote Inclusion, Equality and Diversity.
- Celebrate the achievements of people, community/charity organisations, public agencies and companies that strive for a more inclusive workplace and society.
- Showcase how diverse communities can bring about real change to the community.

## Sponsorship Package

### Gold Package £2,500

**This is the ultimate Rochdale Diversity Awards Sponsorship package, giving maximum brand exposure to your organisation prior to and during the Rochdale Diversity Awards. This includes:**

- Sponsorship of the main Cohesion award at the Rochdale Diversity Awards.
- Acknowledgment on radio, internet and print advertising for Rochdale Diversity Awards.
- Large logo placement on website, posters, flyers & marketing as an official sponsor of the Diversity Awards.
- 10 VIP tickets to the Rochdale Diversity Awards ceremony.
- Promotional booth and banner placement at the Rochdale Diversity Awards (provided by sponsor).
- Photo opportunity with award winners at the Rochdale Diversity Awards.
- 1 page advertising spread in the Rochdale Diversity Awards ceremony programme.

### Silver Package £1,500

**This sponsorship package gives your organisation the following prior to and during the Rochdale Diversity Awards:**

- Sponsorship of one award at the Rochdale Diversity Awards.
- Acknowledgment on radio, internet and print advertising for Rochdale Diversity Awards.
- Logo placement on website, posters, flyers and marketing as an official sponsor of the Rochdale Diversity Awards.
- 5 VIP tickets to the Rochdale Diversity Awards ceremony.
- Promotional banner placement at the Rochdale Diversity Awards. (provided by sponsor).
- Photo opportunity with award winner of sponsored award at the Rochdale Diversity Awards ceremony.
- 1/2 page advertising spread in the Rochdale Diversity Awards event programme.



# Bronze Package £500

This sponsorship package gives your organisation the following prior to and during the Rochdale Diversity Awards:

- Sponsorship of one award at the Rochdale Diversity Awards.
- Acknowledgment on radio, internet and print advertising for Rochdale Diversity Awards.
- 2 VIP tickets to the Rochdale Diversity Awards ceremony.
- Photo opportunity with award winner of sponsored award at the Rochdale Diversity Awards ceremony.
- 1/4 page advertising spread in the Rochdale Diversity Awards event programme.

## Sponsor a Category

1. **Cohesion Award** - Nominate an individual or organisation in the private, public or 3rd sector that has made an outstanding contribution to championing and/or improving cohesion within the Borough.
2. **Workforce Diversity Award** - Nominate an organisation that has championed race equality and diversity in their workplace to achieve a balanced workforce that is reflective of their local community/customer-base, creating awareness, developing opportunities, supporting progression and retention of people from Minority communities.
3. **Diversity in Apprenticeships** - Nominate a learning provider or an employer that has been supportive in encouraging and increasing the take-up of Apprenticeships within the Minority communities or has made significant efforts to attract and employ apprentice from the Minority community.
4. **Diversity in Education Award** – This award aims to highlight the important role schools/colleges play in cohesion and to highlight best practice in promoting, sharing and/or teaching about cohesive communities.
5. **Diversity in Health Award** - Nominate an individual or organisation in the public, 3rd or health sector that has made an outstanding contribution to improving health (outcomes and/or services) within the Minority communities in the Borough.
6. **Diversity in Housing Award** - Nominate an individual or organisation in the public/housing sector that has made an outstanding contribution to improving housing and/or related services within the Minority communities in the Borough.
7. **Diversity in Leisure Award** - This award aims to showcase the good work that takes place in our borough to promote Minority communities access, participation and/or employment in sports and leisure.
8. **Diversity in Retail Award** – This award aims to recognise the work done by the borough's private retail sector in recognising and demonstrating their positive contribution to the diverse community in the borough.
9. **Breaking Barriers Award** - Organisations breaking boundaries and/or barriers to working with non-traditional communities.
10. **Voluntary & Faith Sector Award** – This award aims to highlight the role the voluntary and faith sectors have in cohesion and to showcase the work being done to support and promote cohesive communities in the borough.



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## Rochdale Diversity Awards

### Get involved...

The Rochdale Diversity Awards are unique and provide an outstanding opportunity to showcase some of the most exciting and innovative diversity work happening in our borough today.

To find out more about how your organisation can get involved, please contact:

Zulf Ahmed on 01706 630 140

E-mail: [rda@kyp.org.uk](mailto:rda@kyp.org.uk)

For information on previous Award Winners and further information about the awards, visit [www.kyp.org.uk/rochdale-diversity-awards](http://www.kyp.org.uk/rochdale-diversity-awards)

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- 🌐 [www.linkedin.com/kypkashmiryouthproject](http://www.linkedin.com/kypkashmiryouthproject)



Kashmir Youth Project

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