



**Telegraph & Argus**  
**BRADFORD MEANS**  
**BUSINESS**  
Awards **2024**

In partnership with

**Bradford** College

---

**Media**  
**Pack**  
**2024**

**Telegraph & Argus**  
**BRADFORD MEANS**  
**BUSINESS**  
**Awards 2024**

In partnership with

**Bradford College**

## Celebrating the best businesses in **Bradford...**

The Bradford Means Business Awards aim to celebrate success, recognise achievement and highlight the innovative people and companies throughout Bradford district who are putting their region on the map by boosting the economy while making a positive contribution to the local community.

We believe that the passion, determination, tireless energy and skill that goes into running a top-performing company all deserve recognition and our award categories are designed to celebrate businesses from across a range of sectors.

Organised in partnership with Bradford College the awards offer an unrivalled opportunity to associate your

brand with the most prestigious business awards night in the region.

The awards final, which will take place in July 2024, will be attended by hundreds of the Bradford district's business elite. It will be a celebration of the region's best companies and a reminder that Bradford is a great place to do business.

The whole event will provide you with fantastic opportunity for networking, offer sponsors direct access to all the nominations, brand advertising in Bradford Means Business magazine and website, in the Telegraph & Argus and on the awards night itself. Uniting the Bradford business community in a positive way.



Contact us: [bradfordmeansbusiness@localiq.co.uk](mailto:bradfordmeansbusiness@localiq.co.uk) | 01274 705286

# Telegraph & Argus BRADFORD MEANS BUSINESS Awards 2024

In partnership with

## Bradford College

An evening  
to celebrate your **achievements...**





**Telegraph & Argus**  
**BRADFORD MEANS**  
**BUSINESS**  
Awards 2024

In partnership with

**Bradford** College

---

## WHY SPONSOR AN AWARD?

**Being a sponsor of the Bradford Means Business Awards offers an unrivalled opportunity to put your brand and business in front of the business community, to be a progressive supporter of business in Bradford and to benefit from being associated with the biggest business awards programme in Bradford district.**

Not forgetting full branding at the awards event and a table for you and colleagues to enjoy a great night out in the middle of summer.

Add to this advertising and branding in print and online in our leading brands the Telegraph & Argus and Bradford Means Business

---

## AWARDS TIMETABLE

AWARDS LAUNCH  
IN THE T&A AND ONLINE  
11th April 2024

OPEN FOR ENTRIES  
From 2nd April to 11th May 2024

JUDGING PERIOD  
End of May 2024

NOMINATIONS SHORTLISTED  
IN THE T&A AND ONLINE  
11th July 2024

**AWARDS CEREMONY**  
**Friday, 19th July 2024**

WINNERS SUPPLEMENT  
IN THE T&A AND ONLINE  
25th July 2024

---

With online coverage of the categories, the sponsors, and the awards night from March onwards

---

**Telegraph & Argus**  
**BRADFORD MEANS**  
**BUSINESS**  
Awards **2024**

In partnership with

**Bradford College**

---

# SPONSORSHIP PACKAGES

---

## **1** GOLD SPONSORS

**£2,795**

- Sponsorship of an award of your choice\*
- Premium branding on promotional materials
- Premium branding on the night
- Option to have a seat on the judging panel and access the nominations
- Branding on the screens on the night and the slides for your award
- Present your award on the night to the winner
- A half page advert in three T&A supplements
- Digital campaign to show your support valued at £700
- Full page advert in the April or July edition of Bradford means Business
- Table for 10 people at the awards including food and wine on the table, close to the stage

## **2** SILVER SPONSORS

**£1,695**

- Event support package of either reception drinks or event entertainments
- Premium branding on the materials in the promotion
- Premium branding on the night
- A half page advert in three T&A supplements
- Full page advert in the April or July edition of Bradford means Business
- Table for 5 people at the awards including food and wine on the table

## **3** BRONZE SPONSORS

**£1,000**

- Event support package of either menu and wine or ticket sponsorship or trophies and champagne
- A quarter-page advert in three T&A supplements
- Two tickets for the awards including food and wine on the table

---

*\*Subject to availability and previous sponsors getting priority to renew the same category as in 2023*



**Telegraph & Argus**  
**BRADFORD MEANS**  
**BUSINESS**  
Awards 2024

In partnership with

**Bradford College**

# THE **AWARD** CATEGORIES

## **APPRENTICE OF THE YEAR**

Apprenticeships are an increasingly important way of attracting new talent and providing training for the future. We know there have been some fantastic successes locally and this award recognises an employer's best apprentice who has successfully come through their apprenticeship programme. The finalists in this category will have gone above and beyond as part of their apprenticeship for an employer that has offered the support and training needed to kick-start their careers.

## **EXCELLENCE IN EDUCATION & TRAINING AWARD**

This award recognises three critical Bradford Industries Health, Engineering and Construction, each placing importance on learning and the development of its people. We are looking for entries from employers in these three industries only, that can demonstrate how training and development through either apprenticeships, third party providers or bespoke internal company learning has given their staff the skills they require to succeed. Judges will be looking for evidence of how learning and training is used to develop its workforce.

## **EMPLOYER OF THE YEAR**

This award honours the region's top employers. These companies will have demonstrated strong investment in their employees as well having a reward scheme and other key employee benefits. Companies must be able to demonstrate that the safety and security of their employees is of the utmost importance and will be paying the living wage. It's time to be rewarded and be recognised as one of the best places to work in the area!

## **FAMILY BUSINESS OF THE YEAR**

This award is for established family businesses across all industry sectors that can demonstrate sustained success across a broad range of measures, whilst ensuring all family values are followed. The judges will also be looking at the aspirations of the business to demonstrate how both current and future family generations will be involved in the growth of the business.

## **BUSINESS IN THE COMMUNITY AWARD**

This award is open to any organisation irrespective of size or sector that can demonstrate its commitment to the community. The organisation must show evidence of the schemes, initiatives and policies which have a positive impact on the community. Judges will be looking for clear evidence of where the organisation, its staff or customers are involved in the community to deliver positive change.

## **INNOVATION AWARD**

We want to celebrate individuals, teams, businesses, or a public sector body that is leading the way in research and development in either manufacturing techniques, software development or digital technologies. You should be creating new revenue streams, or saving costs, improving efficiency and maybe even your green credentials. Whether is a fully fledged idea or you are still working through the prototype/design stage, judges want to see evidence of new innovation and the impact showcasing your ability to think out of the box and innovate.



**Telegraph & Argus**  
**BRADFORD MEANS**  
**BUSINESS**  
Awards **2024**

In partnership with

**Bradford** College

# THE **AWARD** CATEGORIES

## **MANUFACTURER OF THE YEAR**

Manufacturing creates economic growth and is the engine that drives the districts economy. Manufacturers like you contribute to the vibrancy of our communities through good business practices, innovative processes, and productivity enhancements. This award celebrates the successes of manufacturers in the district. The Judges will be looking for excellence in their field, ability to succeed, growth and best practice.

## **SME BUSINESS OF THE YEAR**

The award is open to companies in the region which normally employ no more than 75 full-time staff whilst demonstrating a strong financial performance. Recognising a business that has shown marked success over the year, this award celebrates companies that are integral to the economy. Judges will consider current trading performance, the prospective growth and development opportunities for the future of the business.

## **SUSTAINABILITY AWARD**

As the UK economy moves towards zero emissions and Bradford's commitment to be a city of clean growth, we are looking for a local Bradford District firm that best demonstrates its commitment to the environment. Are you actively cutting emissions to zero or even capturing emissions? Are you altering your supply chain to best serve the environment? Are you modifying your products and services to reduce carbon? We want to recognise business that is committed to demonstrate their drive to a sustainable future.

## **NEW BUSINESS OF THE YEAR**

This award is open to companies in the region that have set up in 2023 and can demonstrate imagination, sound planning and exceptional marketing delivery. This coveted award recognises the region's brightest new businesses and the contribution they make to the region in the future. Judges will be tasked with analysing business plans, achievements to date and potential for growth within the next few years.

## **SOCIAL MOBILITY AWARD**

This award will recognise the effective investment of resources that businesses have made to address issues which prevent or limit social mobility. Social mobility is key to ensuring our local communities thrive through the ability to access opportunity and overcome barriers to social inclusion. Finalists will be those businesses who can demonstrate how they have sought to understand factors which impact social mobility in our District and have then worked effectively (often in partnership with voluntary organisations) to address these issues and support the provision of relevant services.

## **BUSINESS OF THE YEAR**

The Business of the year is selected from the previous 11 winners. The Judges will be looking for the business that has already won their category but stands out as Bradford's business of the year.



**Telegraph & Argus**  
**BRADFORD MEANS**  
**BUSINESS**  
Awards **2024**

In partnership with

**Bradford** College

DIGITAL ADVERTISING CONSULTANT

|

**Japinder Aujley**

07746 525498

japinder.aujley@localiq.co.uk

DIGITAL ADVERTISING CONSULTANT

|

**Caroline Collins**

07922 862073

caroline.collins@localiq.co.uk

MARKETING SOLUTIONS ACCOUNT MANAGER

|

**Joanne Thorp**

07818 207756

joanne.thorp@localiq.co.uk

MULTIMEDIA SALES EXECUTIVE

|

**Paula Allinson**

07720 608575

paula.allinson@localiq.co.uk

MAGAZINE SPECIALIST

|

**Sue Taylor**

07816 672023

sue.taylor@localiq.co.uk

SALES MANAGER

|

**Sarah Charlesworth**

sarah.charlesworth@localiq.co.uk

---

Contact us: [bradfordmeansbusiness@localiq.co.uk](mailto:bradfordmeansbusiness@localiq.co.uk) | **01274 705286**