

CATEGORY PARTNERSHIP PACKAGE



FAMILY BUSINESS AWARDS 25

Overview

The Irish Family Business Awards aim to recognize and reward businesses that excel in key areas such as community involvement (demonstrated through charitable donations, employee volunteer programs, and local partnerships), exceptional customer service (evidenced by high satisfaction ratings, strong Net Promoter Scores, and efficient complaint resolution), and a robust digital presence (including high website traffic, engaging social media, and successful online sales).

Furthermore, the awards celebrate companies that embody strong family business values with clear succession plans and intergenerational involvement, demonstrate exceptional leadership with a clear vision and strategic direction, and foster a positive company culture that prioritizes employee development and opportunities.

Ultimately, these awards showcase the best of Irish family businesses—those that are not only successful but also contribute to their communities and prioritize their employees and customers.



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Background

There Are 160,700 Family Businesses In Ireland, Accounting For 64% Of Irish Businesses. Irish Family Businesses Were Also Found To Employ 938,000 People, Approximately 2/3 Of The Working Population In Ireland.

Nearly two-thirds (64%) of the 1,480,000 people employed in the Service and Distribution, Building and Construction, Industry and Financial/ Insurance sectors work in family businesses.

Just 8% of Irish family businesses are a Small and Medium-sized Enterprise (employing between 10 and 249 people). While this is only about 12,300 SME family businesses, these family businesses employ 380,000.

84% of Irish family businesses reported growth in their latest financial year, with 55% reporting double-digit growth and 82% reporting that they expect to grow in the coming two year

PwC Ireland Family Business Survey 2023



FAMILY BUSINESS AWARDS 25

Categories

(Full List Here)

- Agri Family Business of the Year
- Beef Family Business of the Year
- Best in Customer Service
- Best Small Family Business of the Year
- Dairy Farmer Family Business of the Year
- Equine Family Business of the Year
- Family Business CSR Award
- Family Business Longevity Award
- Family Farming Family Business of the Year
- Family Food and Drink Producer of the Year
- Family Nursing Family Business of the Year
- Fastest Growing Family Business
- HealthCare Family Business of the Year
- Hospitality Business of the Year
- Innovative Family Business Award
- International Family Business of the Year
- Manufacturing & Engineering Family Business of the Year
- Pharmacy Family Business of the Year
- Printer & Publisher Family Business of the Year
- Professional and Business Services Family Business
- Property and Construction Family Business of the Year
- Retail and Wholesale Family Business of the Year
- Rising Star Award
- Sustainable Family Business of the Year
- Tech Family Business of the Year
- Transport and Logistics Family Business of the Year



FAMILY BUSINESS AWARDS 25

Category Partner Sponsorship Package

- A branded table of 10 at the Awards Dinner and your or your representative on stage presenting your chosen Category Award
- Branding on the sponsored Category Award Trophy
- Thank-you for your sponsorship from the Awards host
- Branding on our new website, ezines and social media channels
- Company name and logo to appear on all print adverts and promotional material in the lead up to the event including all media partner adverts and Ashville Publications
- Branding throughout the event, on event banners placed around the venue and video elements of Awards presentation
- The opportunity to place a pop-up / exhibition in pre-function area
- Full page advert in Awards brochure
- Digital cameraman on hand during the event to photograph your group for use in your own post-event marketing
- Opportunity to do a piece-to-camera, to be used in post-event edit of awards highlights and distributed on our Social Media Channels
- Priority to include winning photos on all media partnership coverage
- Dedicated PR resource to promote your sponsored categories finalists and winners
- Digital Newsletter and Social Media Post introducing you to the on all our media channels with information about your company, service or product

Total Cost: **€7,500**_{+VAT}

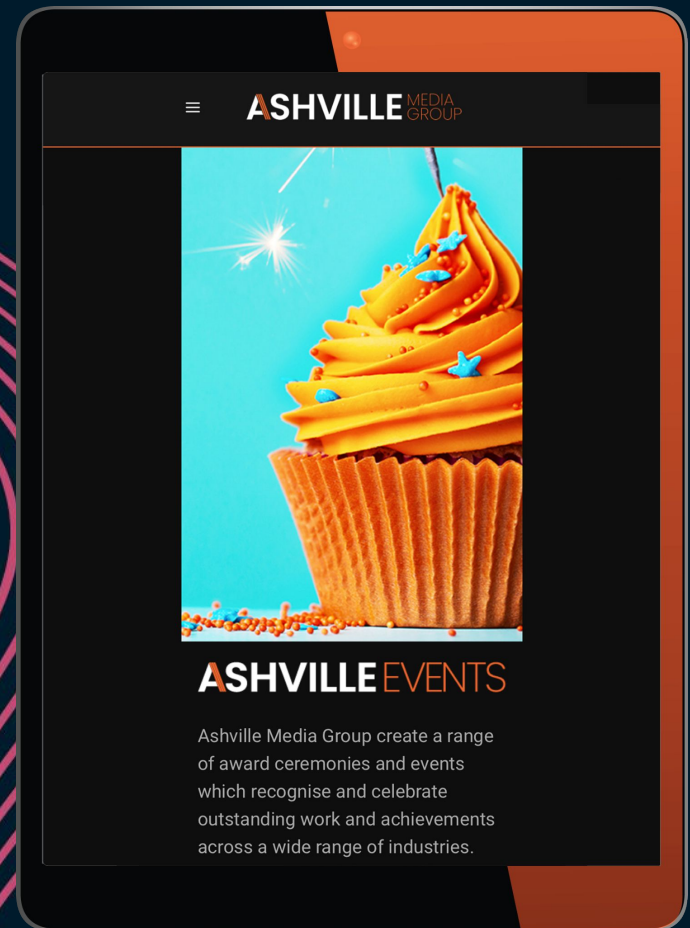


FAMILY BUSINESS AWARDS 25

Partner Benefits

Ashville Media Events currently host over 6,500 guests annually across 6 awards ceremonies and this number is growing every year. Companies who enter awards are focussed on raising awareness of their brand through positive PR and media coverage created by the unique opportunity of being a finalist or even winning an award. With over 900 companies entering and being shortlisted across our awards programs we offer our partners direct access to key decision makers, CEOs, MDs and Marketing Managers who want to quantify their exposure.

- **Ashville Media Advantage:** Ashville Media, Ireland's largest publisher, with 45 publication titles & 6 Award programs. Take advantage of our live digital and print audience. Publication Reach: 4.75m Readers . Awards Reach :6,500+ Attend Annually.
- **Unrivalled Brand Exposure:** More than six months of promotion & publicity, placing your brand and product offering at the forefront of the mind of SMEs across Ireland.
- **Awareness - We bring them to you!** Engage one-on-one with attendees and benefit from our success in driving key decision makers to the event.
- **STAND OUT as a community leader:** Highlight your organisation as a partner to SME businesses across a wide variety of industries. Be seen as a key supporter of the growth of the family business in Ireland.
- **Activation - Deliver the WOW!** Step outside the box to engage your target audience in a WOW experience that will leave a lasting impression of your current and future clients.
- **Consumer Engagement:** Align your brand with excellence in the Irish Family Business. National and regional press coverage of finalists and winners and social media awareness.
- **Strategic Alignment:** Ensure your brand becomes synonymous with your target market. Continued brand exposure through social media channels and media coverage of sponsored category, finalist and winner announcements.
- **Product Awareness:** Showcase your product with onsite activations, build awareness and positive perception for your product & service offerings.
- **ROI:** Sponsoring the awards is the most cost-effective way to promote your company to the SME family business sector. Sponsorship opportunities are designed to complement your existing marketing mix, elevate your profile and gain priceless access to new and potential product users.



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Value

Branded print adverts, in media partner coverage & PR	€60,000
Advertising & Editorial in Ashville Media Titles	€45,000
Value of Print PR coverage	€200,000
Exhibition Space at Welcome Reception	€2,000
Online campaign value (website, online adverts)	€45,000
Exclusive database mail outs to targeted industry leaders	€5,500
Table of 10 at Awards ceremony	€3,000
Seat at top table	€180
Full page advert in event brochure	€2,500
Onsite Branding	€10,000
Total Value of Partnership Benefits and Exposure	€372,180
Category Sponsorship Value	€46,522

**This is a breakdown of the value of partnering with the Irish Family Business Awards, inclusive of all elements of sponsorship. The figures above are based on the values received from the 2019 event.*



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KEY DATES

Date:

Friday 8th November

Location:

The Johnstown Estate, Co. Meath

Soft Launch & Entries Open:

Friday 19th April

Entries Close:

Friday 30th June

Finalists Announced and Ticket Sales:

Thursday 5th October

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