



Overview

The Irish Family Business Awards showcases the best of Irish family businesses throughout Ireland. From SME to multinational, every family business starts with the investment of a family who have a passion for delivering quality products and services to their communities.

Ireland is rich in entrepreneurial family business endeavors across a wide variety of sectors. The awards feature Irish businesses with two or more family members, from brothers to married partners to multi-generational family businesses. The Irish Family Business Awards is the perfect way to ensure Irish businesses continue to grow and thrive in the changing political and economic environment.

The awards were developed to showcase the success of Irish family businesses and highlight the impact of their businesses both in their own communities, nationally and beyond. After all the Family Business Awards before the pandemic we return to see these businesses, with family at their heart, rewarded and awarded at the Gala event in Dublin.



FAMILY BUSINESS AWARDS 25



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.

Dublin City University's National Centre for Family Business <u>business.dcu.ie/dcu-find-that-64-percent-of-irish-businesses-are-family-businesses/</u>

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











Categories

(Full List Here)

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









2024 Highlight Reel



2024 Winners and Press Release





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











Option 1: Exclusive Naming Rights Partner

Full naming rights - eg the <u>'Your name here' Family Business Awards 2024-</u> Social Media Hashtag #yournamehereFamilyBusinessAwards

- A branded table of 10 at the Awards Dinner in a prime location
- Four seats at the top table sitting with industry Leaders and political guests
- Introduction at the commencement of the Awards by our MC.
- Opportunity to open the awards with a speech on behalf of your company
- Presentation of Award to the overall winner of Family Business Awards
- Photo call / Event to launch the Headline Partnership
- Opportunity to supply Goodie Bag/attendee gift item provided by sponsor
- Sponsorship of welcome reception and opportunity to have company pop up stand at drinks reception
- Primary branding throughout the in all print & promotional materials and the event on stage and video content sent to our database
- Branding on all elements of awards presentation, all of which identifying you as headline sponsor, Branding on bi-monthly Ezine distribute all subscribers to announce partnership which includes company message and links.
- Full page branding in awards brochure (outside back cover) for your company
- Full page editorial message in awards magazine
- Event Logo integration with your corporate brand







Total Cost: €55,000+VAT



Option 2: Headline Sponsor

Event Logo integration with your corporate brand "In association with"

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- Opportunity to open the awards with a speech on behalf of your company
- Presentation of Award to the overall winner of Family Business Awards
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- Event Logo integration with your corporate brand

Total Cost: **€45,000**+VAT











ASHVILLE MEDIA GROUP

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.



FAMILY BUSINESS AWARDS 25

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 2023 event.











KEY DATES

Date:

Thursday 30th November

Location:

The Johnstown Estate, Co. Meath

Soft Launch & Entries Open:

Friday 21st March

Entries Close:

Friday 19th September

Finalists Announced and Ticket Sales:

Thursday 2nd October

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Jill Thornton - Head of Events Department

