

SCOTTISH ENVIRONMENT BUSINESS AWARDS

VIBES



Sponsorship Opportunities

2023



Welcome

VIBES Scottish Environment Business Awards



As Scotland's environmental "Oscars", the VIBES Scottish Environment Business Awards encourage, showcase, reward and recognise environmental excellence. Our mission is to help accelerate business action to meet Net Zero carbon emissions.

VIBES has celebrated commitment, actions and achievements that have resulted in both economic and environmental benefits for 25 years. The credibility of the scheme and number of entries grow year on year.

VIBES is a partnership between the Scottish Environment Protection Agency (SEPA), The Scottish Government, Energy Saving Trust, Highland & Islands Enterprise, Scottish Enterprise, South of Scotland Enterprise, Scottish Water, Zero Waste Scotland and NatureScot.

Open to businesses large and small across the country, the awards recognise those who champion sustainability by reducing pressure on the planet's resources. We have a number of different award categories focused on everything from reducing travel, embracing circularity and increasing biodiversity. To keep the entry cost, and attendance at the Awards Ceremony free for all applicants, VIBES relies on financial support from sponsors.

Sponsoring VIBES offers fantastic dissemination and marketing opportunities to position your brand alongside a well-known and highly respected environmental awards scheme. It also allows you to give something back and profile your organisation alongside partners who are driving sustainability within the business community.

The Awards provide a unique opportunity to have a high profile and positive association with environmental improvement and social responsibility. In addition to traditional and social media, we will engage in extensive promotion of the awards through our website, emails, events and direct marketing (print and online), to maximise exposure of our sponsors throughout the Awards year. In addition, the Awards ceremony will position your brand at the forefront of a highly influential audience.

VIBES welcomes sponsorship from sustainable, responsible organisations. There are a range of packages to suit all budgets and bespoke packages may be available on request.

I hope you find the information in this brochure useful but if you have any queries or wish to discuss further, please don't hesitate to contact me.

Kind regards

Gillian Bruce,

VIBES Chair

VIBES' Vision, Mission and Values

Vision

To establish the VIBES Scottish Environment Business Awards as Scotland's premier environmental awards scheme and one that helps businesses to achieve net zero.

Mission

To encourage businesses to go beyond environmental compliance requirements through demonstrating the associated economic and social benefits.

Values

Inspire

A place where businesses can share and exchange knowledge, providing them with tools and solutions they can apply to their business to improve performance.

Inclusive

Supporting and promoting all types of businesses and people. Making everyone feel welcome to participate in VIBES and share their views.

Collaboration

Working together with partners, supporters and other stakeholders, to ensure VIBES reaches a wide audience and is fit for purpose.

Rigorous

A robust judging process, that is objective and with decisions taken based on evidence and knowledge and without bias.

Why support us?

Association with a highly respected and powerful scheme

Sponsoring VIBES will associate your company with an awards scheme that is successful, dynamic and greatly respected. We attract very high level of entries from across the whole of Scotland, from all sizes and sectors of industry and from both urban and rural communities. Our new media partnership with STV will help us extend our outreach further.

Our applicants compliment us on the robust judging process and the useful feedback we provide. Event attendees praise the organisation, communication, delivery, and networking opportunities associated with the Awards ceremony and other events. Our Scottish Government backing and composition **of our** partnership adds to our credibility.

Promote your brand

Being a sponsor offers a range of branding, networking, and promotional opportunities in print, online and face to face. VIBES allows you to demonstrate commitment to the triple bottom line of environment, economic and social good practice, which is core to our Awards.

Thought leadership

Sponsorship will give you access to our partners and to businesses who are leaders and innovators for the environment. You will have the opportunity to share and exchange knowledge and strategies.

Make new connections and strengthen key relationships

Our events attract business, environmental and political leaders. Sponsoring includes an opportunity to network with key sector professionals, the potential to build and strengthen relationships and the chance to hear up to date information about what is happening in business and the environment.

Engage staff and customers in a different way

Whilst showcasing sponsors environmental commitment, VIBES provides the opportunity to be part of and entertain clients and staff at a high profile and prestigious event that celebrates the amazing environmental efforts of businesses.

VIBES Categories

Vision in Business Scotland Award – Best Large Business

This award recognises organisations of more than 250 employees that best demonstrate “what is good for the environment is also good for business”. Applicants should set out their strategic vision, people policies and management systems that enable them to continuously improve sustainability and their contribution to Scotland’s net zero carbon ambition.

Vision in Business Scotland Award – Best Medium Business (Taken)

This award recognises organisations of 50 to 250 employees that best demonstrate “what is good for the environment is also good for business”. Applicants should set out their strategic vision, people policies and management systems that enable them to continuously improve sustainability and their contribution to Scotland’s net zero carbon ambition.

Vision in Business Scotland Award – Best Small Business (Taken)

This award recognises organisations of less than 50 employees that best demonstrate “what is good for the environment is also good for business”. Applicants should set out their strategic vision, people policies and management systems that enable them to continuously improve sustainability and their contribution to Scotland’s net zero carbon ambition.

Vision in Business Scotland Award - Best New Business

This award recognises organisations who are registered with Companies House and trading for less than 2 years, that best demonstrate “what is good for the environment is also good for business”. Applicants should set out their strategic vision, people policies and management systems that enable them to continuously improve sustainability and their contribution to Scotland’s net zero carbon ambition.

Product Scotland Award

The Product Scotland Award recognises businesses that have developed a product that delivers significant environmental and business benefits. At the time of the application, the product must have been developed and already in the marketplace.

We are looking for entries from products that serve an environmental purpose. This may be in relation to adaptation for climate change, supporting Scotland’s Hydro Nation strategy or any other purpose that improves sustainability

VIBES Categories

Service Scotland Award

The Service Scotland Award recognises businesses that have developed a service that brings environmental and business benefits. At the time of the application, the service must have been developed and in the marketplace.

We are looking for entries from services that serve an environmental purpose. This may be in relation to adaptation for climate change, supporting Scotland's Hydro Nation strategy or any other purpose that improves sustainability

Circular Scotland Award (Taken)

This category recognises businesses that can demonstrate a strong commitment to implementing the principles of a circular economy. Ensuring materials are retained within productive use, in a high value state, for as long as possible. This could be either through adopting explicit circular models, such as sustainable design and closed material loops, within their own business processes or via their contribution to wider systemic change, perhaps through partnerships or collaboration in high value materials reprocessing or through the development and implementation of enabling technologies or services.

Just Transition Scotland Award

A just transition is about delivering our social, economic and climate goals across all sectors of the economy to build a better, more resilient, and more equal Scotland. The Just Transition Scotland Award recognises business taking fair and inclusive action towards net zero.

Sustainable Transport Scotland Award (Taken)

The Sustainable Transport Scotland award recognises organisations which have set out clear objectives to engage with and adopt sustainable travel and transport measures and activities both internally, and externally and can demonstrate ambitious and successful implementation.

We are interested in hearing from businesses whose environmental impacts have reduced significantly because of the introduction of active travel and sustainable transport activities.

VIBES Categories

Energy Transition Scotland Award (Taken)

The Energy Transition Scotland Award recognises organisations who have set out clear objectives to engage with and adopt energy saving measures, installations, and activities both internally and externally.

This award recognises organisations who have successfully reduced energy-related carbon emissions through transitioning from fossil fuel to renewable energy sources, decarbonising their energy use, reducing energy demand, developing partnerships with communities to deliver resilient affordable local energy systems and or applying circular economy principles to decommissioning projects.

Nature Rich Scotland Award (Taken)

The Nature Rich Scotland Award recognises organisations who have adopted nature-based solutions to tackle environmental and social challenges, whilst delivering benefits. We are looking for examples of organisations who have protected, restored and enhanced nature, improved biodiversity and reduced carbon emissions whilst delivering social and economic benefits.

Nature-based solutions use nature and natural functions to tackle some of the most challenging issues faced today, including both mitigating and adapting to climate change.

Green Fund Award (Taken)

Through the STV Green Fund, a key initiative within STV's wider sustainability strategy STV Zero, this year one of our VIBES award winners will be gifted £30k airtime to create an on-air campaign, in collaboration with STV, to help grow their business.

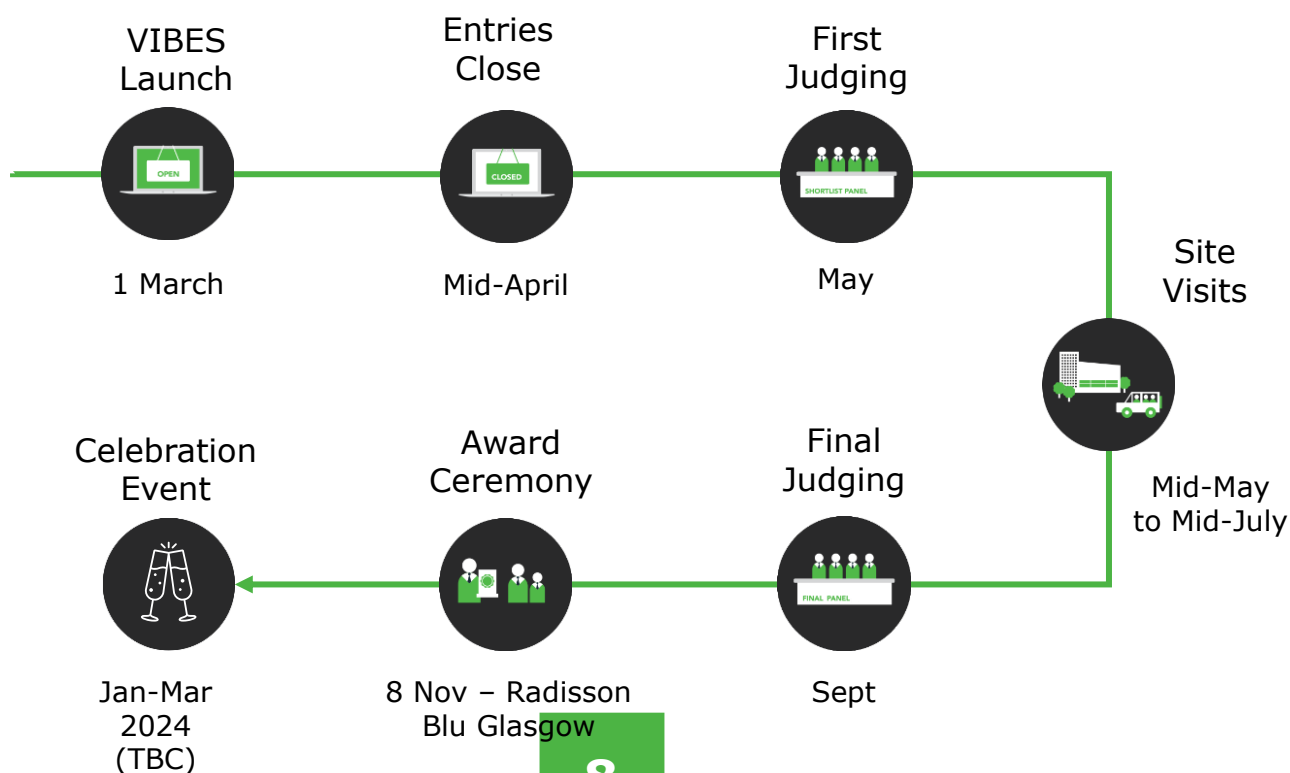
All the award winners and those in receipt of a commendation will be competing against each other for this prize, with set criteria to select the winner.

To be eligible for the Green Fund award, the business must be registered in Scotland or book through a Scottish Media Agency. They must also not have advertised on STV since 2015. Standard STV Terms and Conditions apply.

Sponsorship Opportunities

Description	Value	Details on page
Headline Sponsor	£10,000	Taken
Award Category Sponsor	£5,000	9
Celebration Event Sponsor	£4,000	10
Digital Sponsor	£3,000	11
Drink Reception Sponsor	£2,500	12
Venue Sponsor	£2,000	12
Hospitality Sponsor	£1,500	13
Finalists Certificates Sponsor	£1,000	13
Brochure Sponsor	£1,000	14
Inclusion Sponsor	Up to £2,500	14

Timeline



Award Category Sponsor (6/12 available) £5000

This package contributes to the event cost, allowing all entrants to attend free of charge. It also pays for the manufacture of the VIBES Awards for winners and their oak framed certificates.

General Marketing

- Your logo on all events presentations
- Invitation to all relevant VIBES events
- Branding on www.vibes.org.uk
- The opportunity for a "guest blog" on VIBES website
- Promotions via social media
- Inclusion in relevant press releases

Award Ceremony

- Table of ten at award ceremony
- On screen branding opportunities
- Your support will be acknowledged in speeches
- Full page advert in Award ceremony programme (digital)
- Your logo on award certificates in your category
- A representative from your organisation will come to the stage to present the award
- A range of photographs will be taken and provided for your use
- An exhibition stand at the Awards Ceremony.

Celebration Event

- On screen branding opportunities
- 2 tickets for the event
- An opportunity for political interaction as the event will be hosted at the Scottish Parliament (subject to availability).

Celebration Event Sponsor (1 available) £4000

This package contributes to the Celebration event's cost, allowing all finalists to attend free of charge. The event will take place between January and March 2024.

General Marketing

- Your logo on all events presentations
- Invitation to all relevant VIBES events
- Branding on www.vibes.org.uk
- The opportunity for a "guest blog" on VIBES website
- Promotions via social media
- Inclusion in relevant press releases

Award Ceremony

- 5 tickets for the Awards ceremony
- On screen branding opportunities
- Your support will be acknowledged in speeches
- Full page advert in Award ceremony programme (Digital)
- An exhibition stand at our Award Ceremony.

Celebration Event

- On screen branding opportunities
- 4 tickets for the event
- Speaking opportunity at the event
- An opportunity for political interaction as the event will be hosted at the Scottish Parliament (subject to availability)

Digital Sponsor

(1 available)

£3000

This package is to fund the app that will be used at the awards ceremony.

Opportunity includes:

General Marketing

- Your logo on all events presentations
- Invitation to all relevant VIBES events
- Branding on www.vibes.org.uk
- Promotions via social media

Award Ceremony

- 6 tickets for the Awards ceremony
- Your support will be acknowledged in speeches
- Half page advert in Award ceremony programme (digital)
- An exhibition stand at our Awards Ceremony.

Celebration Event

- On screen branding opportunities
- 2 tickets for the event
- An opportunity for political interaction as the event will be hosted at the Scottish Parliament (subject to availability)

Drink Reception Sponsor (1 available)**£2500**

This package is to fund the drinks reception post-main event to celebrate VIBES 2023 winners and to encourage networking.

General Marketing

- Invitation to all relevant VIBES events
- Branding on www.vibes.org.uk
- Promotions via social media
- An opportunity for political interaction via attendance at our (invitation only) Celebrations Event where you will be promoted as a sponsor.

Award Ceremony

- 5 tickets for the awards ceremony
- Your support will be acknowledged in speeches
- Half page advert in Award ceremony programme (digital)
- Branding in drink reception area

Venue Sponsor (1 available) (Taken)**£2000**

This package is to fund venue for VIBES 2023 Award Ceremony.

General Marketing

- Branding on www.vibes.org.uk
- Promotion via social media
- An opportunity for political interaction via attendance at our (invitation only) Celebrations Event where you will be promoted as a sponsor.

Award Ceremony

- 4 tickets for awards ceremony
- Your support will be acknowledged in speeches
- Half page advert in Award ceremony programme (digital)

Hospitality Sponsor (1 available)**£1500**

This package is to fund wine for all applicants and guests at the tables at lunch time at VIBES Awards Ceremony

General Marketing

- Invitation to all relevant VIBES events
- Branding on www.vibes.org.uk
- Promotions via social media
- An opportunity for political interaction via attendance at our (invitation only) Celebrations Event, where you will be promoted as a sponsor.

Award Ceremony

- 3 tickets for the awards ceremony
- Your support will be acknowledged in speeches
- Half page advert in Award ceremony programme (digital)
- Branding on the Menu

Finalist Certificates Sponsor (1 available)**£1000**

This package is the fund the creation and framing of finalists certificates for VIBES Awards Ceremony.

General Marketing

- Branding on www.vibes.org.uk
- Promotion via social media
- An opportunity for political interaction via attendance at our (invitation only) Celebrations Event, where you will be promoted as a sponsor.

Award Ceremony

- 2 tickets for the awards ceremony
- Your support will be acknowledged in speeches
- Half page advert in Award ceremony programme (digital)

Brochure Sponsor (1 available)**£1000**

This package is the fund the design of the digital brochure at VIBES Awards Ceremony.

General Marketing

- Branding on www.vibes.org.uk
- Promotion via social media
- An opportunity for political interaction via attendance at our (invitation only) Celebrations Event), where you will be promoted as a sponsor.

Award Ceremony

- 2 tickets for the awards ceremony
- Your support will be acknowledged in speeches
- Half page advert in Award ceremony programme (digital)

Inclusion Sponsor**£2500**

This package is going towards funding transport/childcare/etc for attendees who need that support to be able to attend the awards ceremony. This sponsorship can be paid as a whole or per sets of £250.

General Marketing

- Branding on www.vibes.org.uk
- Promotions via social media

Award Ceremony

- 1 ticket for the awards ceremony per set of £250
- Your support will be acknowledged in speeches

**SCOTTISH
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BUSINESS AWARDS**

VIBES



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