



Tourism Awards 2026-27

Sponsorship Opportunities

visitworcestershire.org/tourism-awards



The Visit Worcestershire Tourism Awards celebrate the incredible work and talent of the tourism and hospitality sector who make up the thriving sector within the county.



£1B

Total value of the economy



15.1M

Day trippers



16,007

Full-time jobs



1.2M

Staying trips

Sponsoring the Visit Worcestershire Tourism Awards 2026/2027 gives you the opportunity to position your business at this prestigious and high-profile event.

The Awards have rapidly grown into a well-recognised accolade for a business to aspire to and the event itself, selling out quickly, has become the annual occasion in the Worcestershire tourism and business calendar.

We have a wide selection of categories to accommodate and encourage businesses to get involved and be part of a wonderful evening of celebration, networking and learning from each other to assist collaboration and help put Worcestershire on the map as the place to visit and stay.

Aligned with VisitEngland Awards for Excellence, every local winner has the chance to go on and be crowned the best in England, an honour that Worcestershire winners have achieved in the past, with four of our local winners achieving gold nationally.

We have varying sponsorship packages available depending on your budget and each package offers you the opportunity to get your brand in front of an increasing audience.

The Awards Event

Launched in April, entrants are encouraged to enter one or more of the 17 categories on offer via a VisitEngland specified application form.

Scored and assessed over two rounds by independent judges, round one applications are shortlisted down and invited to the black-tie awards ceremony after receiving a physical judging visit.

The evening itself begins with a drinks reception before sitting for a deliciously locally-sourced menu and local wines. All winners and highly commended places are then announced and awarded at the esteemed event.

A magnificent celebration of our thriving tourism and hospitality sector, the Awards recognise businesses and people who are championing the industry.





In partnership with



Awards for Excellence 2026-2027

The exclusive event with almost **400** guests is attended by shortlisted businesses, expert judges, sponsors and key industry ambassadors. In addition, each year a local charity partner is selected and through the generosity of our sector, vital funds are raised during the evening. This year over £3.9k was donated to Acorns Children's Hospice.

With stunning event spaces within the county, we have been lucky to host the event at spectacular locations within Worcestershire which have included Stanbrook Abbey, Ombersley Court and most recently The Three Counties Showground.

The 2027 Tourism Awards will take place at The Three Counties Showground in March.

Each regional winner is then forwarded to the national VisitEngland Awards for Excellence which will take place in June 2027.

Why sponsor?

A fantastic opportunity to support and reach the ever-growing tourism industry.

Tourism and hospitality plays a major role in Worcestershire's economy and through the ambitious Visit Worcestershire Destination Growth Plan, it is a fantastic time to be involved in helping cultivate our billion pound economy.

Tourism raises the profile of Worcestershire nationally and internationally and by working together we can improve the opportunities for employment along with creating an attractive place for all to live, work, visit and study.

The Tourism Awards is a key element in elevating our businesses but also our county through raising the profile of such excellence and gaining wider recognition and interest.

But without the generous support of sponsors, the Awards would not be able to take place.





Sponsors are given prominence at the Awards event and appearance in pre and post publicity.

In summary it includes:

- ◇ Your local, profile and web link featured on our dedicated Awards web page on: **Tourism Awards | Visit Worcestershire**.
- ◇ Be promoted to over 50.7k followers via our social media channels.*
- ◇ Inclusion in our B2B newsletter to over 1,200 key members.
- ◇ Network and engage at the 2027 Awards evening with over 300 guests as well as other network opportunities.
- ◇ Gain increased awareness of your brand through the campaign and Awards event.
- ◇ Present an award on stage in front of all guests gaining further exposure of your business and brand.
- ◇ Participate in the judging process of your chosen category.**
- ◇ All sponsors will be positioned alongside campaign content including the dedicated website, media and marketing campaign, and in-event at the awards dinner.

* Figures based on the combined number of followers/members on Visit Worcestershire LinkedIn, Twitter and Facebook Group.

** Subject to discussion and potential conflict of interest.

Award Category Sponsorship

We have 17 categories available this year for sponsorship, which include:

Accessible & Inclusive Tourism Award

Business Events Venue of the Year

Camping, Glamping &
Holiday Park of the Year

Experience of the Year

Festival and Event of the Year

International Tourism Award

Large Hotel of the Year

Large Visitor Attraction of the Year

New Tourism Business of the Year

Pub of the Year

Regenerative Tourism Award

Self Catering Accommodation
of the Year

Small Hotel of the Year

Small Visitor Attraction
of the Year

Taste of Worcestershire Award

Worcestershire's Food & Drink Producer
of the Year Award

Worcestershire's Unsung Hero Award

The cost for category sponsorship is £3,500 + VAT.

Or secure your category sponsorship for 3 years at £3,000 + VAT per year.

Please email visitworcestershire@worcestershire.gov.uk for more information.



Other Sponsorship Opportunities

Headline Sponsor - £4,500 + VAT

Or secure your headline sponsorship for 3 years at £4,000 + VAT per year

Drinks Reception Sponsor - £2,000 + VAT

- ◇ Opportunity to showcase and promote your product/service.
- ◇ Advertise with stands and promotional material at the drinks reception.
- ◇ Your logo & company profile included in the event programme.
- ◇ 2 complimentary places at the event.

Official Wine Sponsor - £2,000 + VAT

- ◇ Opportunity to showcase and promote your product/service.
- ◇ Prime positioning of your wine on each table and in front of each guest.
- ◇ Business logo and reference included in the event programme.
- ◇ 2 complimentary places at the event.

Other Sponsorship opportunities - £2,000 + VAT

In-kind or contra agreements and contributions such as table dressings, goodie bags, entertainment are also considered and tailored to suit individual requirements.

Please email visitworcestershireshire@worcestershireshire.gov.uk for more information.



Category and Headline Sponsor Benefits

Benefits	Headline Sponsor	Category Sponsor
A short business profile, your logo and link to your website hosted on a dedicated web page of the Awards website	✓	✓
Your brand and business promoted as part of the marketing campaign	✓	✓
Promotion of the Awards and Sponsors of the Awards through Visit Worcestershire and partner social media channels	✓	✓
Branded VW Awards 26/27 sponsorship logo for the sponsor to use and promote	✓	✓
Inclusion in sponsor announcement and related press releases	✓	✓
Inclusion in the VW business newsletter (1.2k members)	✓	✓
Inclusion on the event screens and by event host during the Awards ceremony	✓	✓
Company logo inclusion in the event programme	✓	✓

Benefits	Headline Sponsor	Category Sponsor
Company logo on the winning category certificate	✓	✓
Presentation of the chosen category Award winner on stage and photo opportunity	✓	✓
Live presentation opportunity to the audience at the Awards event	✓	—
A table of 8 at the Awards event for networking/ client entertaining	✓	—
4 seats at the Awards event for networking/ client entertaining	—	✓
Drinks on arrival, locally sourced menu and wine on the table	✓	✓
Headline sponsor brand presence throughout the Awards event	✓	—
Promotional opportunity at the event drinks reception i.e. pull up banners	✓	—
Brand presence on photo backdrop/sponsors board at Awards event	✓	✓
Opportunity to potentially be involved in the judging process*	✓	✓
Access to official images and video post event	✓	✓
Introduction to chosen category winners if desire	✓	✓

* subject to timings, discussion and potential conflict of interest.



Get in Touch

For more information about being involved in sponsorship of the Visit Worcestershire Tourism Awards, please contact:

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🌐 www.visitworcestershire.org/tourism-awards

Scan QR code for
info and to apply

