



## ASB Sponsor's Pack 2018

The Association of Scottish Businesswomen aims to be the voice of businesswomen throughout Scotland:  
*Linking, Inspiring and Supporting its members*

**National Business Awards**  
**ASB Unstoppable Women Conference**





## What is ASB

The Association of Scottish Businesswomen (ASB) was founded in 1995 as the umbrella organisation for a number of business and professional women's groups throughout Scotland.

ASB has approximately 1000 members, either directly or through our nine affiliated groups, creating wealth through their own business enterprise or contributing to Scotland's prosperity through their managerial and professional skills.

Members come from every sector, age group, and level of experience and responsibility.

We work with government, both national and local, universities, enterprise organisations and businesses to further the interests of women in business, the professions and the voluntary sector.

The ASB also offers access to networking, knowledge-sharing and mentoring opportunities across Scotland.

Our website can be found at [www.asb-scotland.org.uk](http://www.asb-scotland.org.uk). We launched our new website during the second quarter of 2017 allowing greater engagement amongst members.

The Association of Scottish Businesswomen supports business and professional women throughout Scotland by:

- providing opportunities to link and connect businesswomen in Scotland together, building and strengthening business relationships via our national events and in our affiliated groups,
- providing opportunities for national recognition of businesswomen's achievements,
- providing support and inspiration to enable affiliated organisations and members to develop and grow in the business world,
- sharing opportunities of interest to businesswomen,
- listening to and consulting with our members to form a consolidated businesswomen's voice for Scotland.





## ASB mission and vision

**Mission:** to be the voice of businesswomen throughout Scotland and to inspire, link and support our members.

**Vision:** to be the leading Scottish network association for businesswomen by supporting our members and increasing and strengthening women's business opportunities in Scotland.

## ASB voluntary committee



*ASB committee members at the 2018 Unstoppable Women Conference*

The ASB is run by a voluntary Executive Committee who freely give of their time, business skills, experience and connections for the benefit of the organisation and its members. The committee is made up of officer bearers, ordinary members and the chair and vice-chair of the affiliates sub-committee to represent all the ASB clubs throughout Scotland. The Executive Committee meet approximately once every month.

## Contact

Please contact **Wendy Maltman, President ASB** for further details of any of our sponsor packages: [president@asb-scotland.org](mailto:president@asb-scotland.org) or telephone **01382 201171**.



## ASB membership and benefits

The ASB has approximately 1000 members either directly or connected via our nine affiliated clubs.

### Our members benefit from:

- National networking opportunities at our events and through our affiliated groups
- Online Membership Directory to connect members with like-minded businesswomen across Scotland
- Free entry to the ASB National Business Awards - nationwide recognition of achievements
- Discounted rates for the Business Awards Dinner and Regional Conferences
- Discounted rates for our Well-being Weekend
- An opportunity to 'voice' their opinions and influence policy makers through our surveys
- Attend Scottish Council for Development and Industry events at member rates
- Reduced joining rate for the Institute of Directors
- Sharing news about members and their businesses through our website, social media platforms and new quarterly magazine
- Career and business support through our mentoring programme.

## ASB affiliated groups

The affiliated groups are the backbone of our organisation, giving members an opportunity to connect with like-minded businesswomen and support each other at a local level.

### Affiliate groups and websites

- Ayrshire Association of Business Women - [www.aabw.org.uk](http://www.aabw.org.uk)
- British Association of Women Entrepreneurs - [www.bawe-uk.org/bawe-scotland](http://www.bawe-uk.org/bawe-scotland)
- Edinburgh Businesswomen's Club - [www.edinburghbusinesswomensclub.co.uk](http://www.edinburghbusinesswomensclub.co.uk)
- Fife Women in Business - [www.fifewomeninbusiness.com](http://www.fifewomeninbusiness.com)
- Highland Business Women's Club - [www.hbwc.co.uk](http://www.hbwc.co.uk)
- Moray Business Women - [www.mbwc.org.uk](http://www.mbwc.org.uk)
- Perthshire Businesswomen's Network - [www.perthshirebusinesswomen.co.uk](http://www.perthshirebusinesswomen.co.uk)
- Women Ahead, Dundee & Angus - [www.womenahead.co.uk](http://www.womenahead.co.uk)
- Women Connect, Aberdeen - [www.womenconnect.co.uk](http://www.womenconnect.co.uk)





## 2018 Business Awards and Dinner

### Celebrating success

Building on the success of previous years, our 2018 National Business Awards will be held on the Friday 21st September at the Apex City Quay Hotel in Dundee, "Scotland's coolest little city". Within a week of the opening of the hotly anticipated V&A Design Museum, we are excited to bring our National Business Awards to a city that is being recognised around the world as the place to be in 2018. We expect over 200 guests to attend the event from across Scotland.

Celebrating success and sharing achievements is key to fulfilling our mission of linking, inspiring and supporting our members.

*"I won the most enterprising business nationwide award, this gave me tremendous PR, great accolades, kudos and opportunities I would not have otherwise had"*

The ASB national Business Awards highlight the achievements of businesswomen across Scotland, promote role models and show the contribution women make to the economy in Scotland.

There are twelve awards open to affiliated groups, members and businesswomen working in Scotland. Finalists are interviewed by a judging panel made up of sponsors and independent judges. Winners announced at the awards dinner.



## 2018 Business Awards

There are twelve awards available for sponsorship in 2018:

### *Open to all businesses*

- ASB Most Innovative Start Up (under 1 year)
- ASB Young Business of the Year (up to 3 years)
- ASB Business of the Year (3 years +)
- ASB Best Business CSR Award
- ASB Recognition of Outstanding Contribution
- ASB Professional of the Year
- ASB Best Performing Team of the Year
- ASB Young Inspiring Businesswoman of the Year (up to age 25)
- ASB Export Business of the Year

### *Open to ASB direct members and affiliates only*

- ASB Most Enterprising Business
- ASB Employee of the Year Award
- ASB Affiliate Group of the Year Award



## ★ Business Awards Event Sponsor Package - £3000

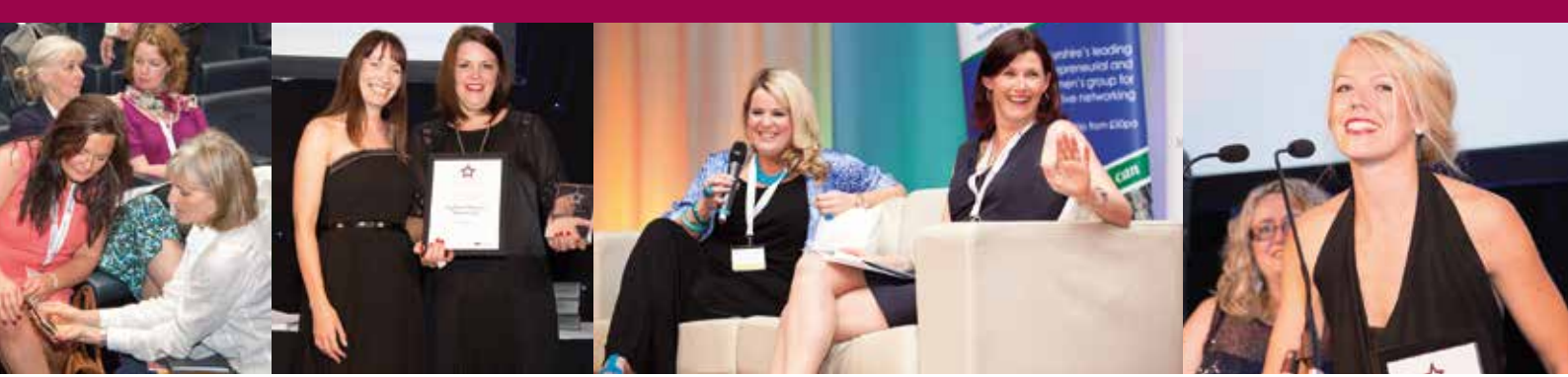
*The event sponsor package includes:*

- recognition as main event sponsor with your business logo\* on a prominent position on the programme and all promotional materials relating to the event, and sponsorship of two awards
- the opportunity to have a place on the judging panel to judge your chosen awards
- presentation of your chosen awards at the Awards Dinner
- a table of ten at the Awards Dinner
- five complimentary ASB Memberships for one year
- your business logo on all literature pertaining to the awards
- your business logo on the ASB website with a link to your website
- inclusion in all press releases relating to awards
- your business name engraved on your chosen awards trophy
- display your pop-up banner stand at the venue
- a full page prominent advert in the event programme - back or inside cover\*

\*Please supply a high resolution copy of your logo and a high resolution pdf of your advert artwork to [president@asb-scotland.org](mailto:president@asb-scotland.org) by Friday 31st August.







## ★ Award Sponsor with Table Package - £1500

*The sponsor of each Award will be entitled to:*

- the opportunity to have a place on the judging panel to judge your chosen award
- presentation of the award at the Awards Dinner
- a table of ten at the Awards Dinner
- three complimentary ASB Memberships for one year
- your business logo on all literature pertaining to the award\*
- your business logo on the ASB website with a link to your website
- inclusion in all press releases relating to award
- your business name engraved on the award trophy
- display your pop-up banner stand at the venue
- a full page advert in the event programme\*

## ★ Award Sponsor Package - £850

*The sponsor of each Award will be entitled to:*

- the opportunity to have a place on the judging panel to judge your chosen award
- presentation of the award at the Awards Dinner
- two tickets for the Awards Dinner
- two complimentary ASB Memberships for one year
- your business logo on all literature pertaining to the award\*
- your business logo on the ASB website with a link to your website
- inclusion in all press releases relating to award
- your business name engraved on the award trophy
- display your pop-up banner stand at the venue
- a half page advert in the event programme\*

\*Please supply a high resolution copy of your logo and a high resolution pdf of your advert artwork to [president@asb-scotland.org](mailto:president@asb-scotland.org) by Friday 31st August.



## ★ Corporate tables - £700

- a table of ten at the Awards Dinner
- your logo displayed on the table

## ★ Drinks reception, table centrepieces and favours

Drinks Reception - £1000 includes full page advert in the programme  
Centrepieces and Favours - price depends on choice

## ★ Programme advertising

Each person attending the dinner will receive a copy of the programme.

Full page advert, back cover - for Event sponsor only

Full page advert, inside front or back cover - £250 depending on availability

Full page advert in programme text pages - £200

Half page advert - £100

Full page - A5 with 3mm bleed

Half page - 132 x 95mm

\*Please supply high resolution pdf or similar to [president@asb-scotland.org](mailto:president@asb-scotland.org)  
by Friday 31st August.



## ASB Unstoppable Women Conference

### Inspiring and supporting members

The Association of Scottish Businesswomen supports business and professional women throughout Scotland by providing opportunities to inspire, link and connect businesswomen in Scotland, building and strengthening relationships via our national events and in our affiliated groups.

*“New business opportunities have led to work for my business nationally”*

Our 2018 “Unstoppable Women” conference will be held on the **Tuesday 5th June** at the newly renovated Perth Theatre. Our inspirational keynote speakers, Judy Murray and Suzanne Doyle-Morris, and panelists will be sharing their own experiences of building resilience and developing a strong mindset to overcome every challenge that we face as businesswomen. With a choice of practical workshops for business owners and women at every stage in their career, the conference will give each delegate the opportunity and confidence to step up, both personally and professionally, in their career, life and business activities. There will be opportunities for business showcases and networking and to hear from real women about their experiences in their professional and business lives.

### ★ Main Sponsor Package - £500

- acknowledgement as event sponsor on all publicity material related to the conference and conference programme
- your logo on the ASB website
- welcome message or closing comments from sponsor
- complimentary trade stand
- five complimentary tickets for employees and/or clients
- five complimentary ASB Memberships for one year
- your promotional materials given to attendees

### ★ Trade stands - £200

- Your logo, contact details and 100 words in the event programme
- includes two free tickets for the conference
- two complimentary ASB Memberships for one year



ASSOCIATION OF SCOTTISH  
**businesswomen**  
inspiring • linking • supporting

## Contact

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