



## Sponsorship Packages



**Forever Innovative:  
Milton Keynes,  
leading the UK's  
high-tech future**



[#mkbaa2024](#)



# Welcome to MKBAA 2024

The Milton Keynes Business Achievement Awards is the region's premier annual celebration of business. It brings together the widest array of business people, educators, local politicians, and civic leaders to be found in one room, at any point throughout the year.

Our guests come to meet, to enthuse, and above all, to celebrate all that is wonderful about our thriving powerhouse of an economy.

As such, the awards provide a rare opportunity to promote your organisation's brand to a very influential audience, that has real buying power.

Those of us that live in Milton Keynes know that, from its inception as a new town, it has been wonderfully disruptive, joyfully breaking the mould of what a future city could be, look like, and achieve. From our grid system and self-funding greenspaces, to our robots and driverless pods, famously, Milton Keynes has done things differently.

Different by design: it is this pioneering spirit that has set Milton Keynes apart from all other UK cities and as the natural place to develop, trial, and roll out, new ideas and technologies.

Our status as a leading centre for technology and innovation was recently confirmed by Whitecap Consulting's report, which found that one-third of all people in Milton Keynes worked in and around

technology, and that approximately one-fifth of our 12,675 business, were technology related. Further, £3.4bn of our total £14.7bn GVA is related to technology, which is higher than much larger cities such as Birmingham, Leeds, and Manchester.

However, the report concludes that whilst we have "a strong and thriving tech sector that demonstrates pockets of exciting innovation", there was room for even further growth, as we needed to work harder on making our "tech ecosystem in Milton Keynes become more connected and cohesive".

We have a very real opportunity to dominate the UK's technology sector, but we must continue to be characteristically bold. We need our whole to be greater than the sum of our parts, and we need to shamelessly promote our strengths. In short, we need Milton Keynes to be on the lips of everyone in Silicon Valley when they are looking at a map of the UK, and where to place their next site.

Our 2023 awards generated days of blanket coverage on social media and since our 2024 awards will be our tenth anniversary, they will be even bigger and better than any before. Therefore, in choosing our theme this year, not only do we hope to play our part in helping to raise awareness of city's technical prowess, but also, we want to be heard as far as California!



We look forward to working  
with your organisation as a  
sponsor of our 2024 awards



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## MKBAA In Numbers

Social Media\*

# 154,748

Total Impressions

# 11,277

Total Engagements\*\*

\*Twitter, LinkedIn and Facebook from September 2022 to April 2023

\*\*Likes, shares and comments

# 10<sup>th</sup>

Anniversary awards celebration

# 800

People celebrating the strength and vibrancy of Milton Keynes' business community

# 1/5

Of Milton Keynes' 12,675 business are technology related

# 1/3

Of all people in Milton Keynes work in and around technology

# £3.4bn

Of our total £14.7bn GVA is related to technology, which is higher than much larger cities such as Birmingham, Leeds, and Manchester



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# MKBAA Timeline

## Launch Event / Entries Open

14<sup>th</sup> September 2023

## Finalists Announced

24<sup>th</sup> January 2024

## Finalists' Party

15<sup>th</sup> February 2024

## Judging Day

20<sup>th</sup> February 2024

## Awards Night

21<sup>st</sup> March 2024

# What Our Sponsors Say...

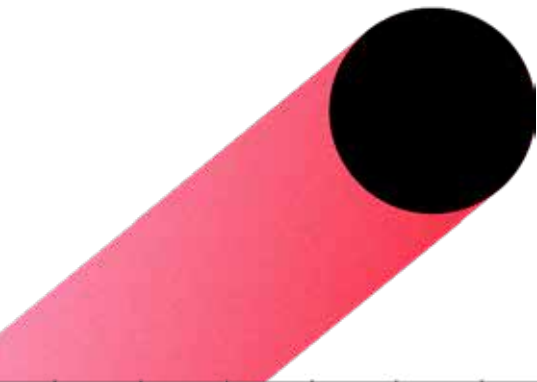


*"We're really proud to be sponsoring the MKBAA awards again, which celebrates the people behind our city's diverse and thriving economy. The theme for this year's Milton Keynes Business Achievement Awards goes right to the heart of our vision for boosting MK as a world-renowned hub for tech and future industries. We look forward to another year of working closely with MK's business community to ensure we maintain and build an environment where local entrepreneurs can flourish."*



*"The Open University was delighted to sponsor the MKBAA 2023 and mark the theme of Celebrating Diversity. The awards provide a fantastic opportunity to recognise the innovation and achievement of the Milton Keynes business community and we were impressed by the innovation shown by nominees and winners."*

# Delivering Your Brand



 **MKBAA**  
24 Milton Keynes  
Business Achievement  
Awards

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# Delivering Your Brand



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# Headline Sponsorship

- Your organisation's [logo](#) on a selection of marketing materials, social media, and PR, before, during, and after the awards.
- The opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be published as part of our event promotion, on our popular [website and social media channels](#).
- The opportunity for a board member to have a short, [onstage interview](#) about your organisation and why it is supporting the awards.
- The opportunity for a board member to have an interview about your organisation and why it is supporting the awards to be broadcast on [MKFM](#) as part of our event promotion.
- The opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be published in [All Things Business](#).
- 8 invitations to our [Launch Event](#), to mingle with prospective entrants, Judges, Civic Leaders, and other Sponsors.



- 8 invitations to our fabulous [Finalists' Party](#), to rub shoulders with our Finalists, Judges, Civic Leaders, and other Sponsors.
- 12 invitations to our [MKBLP Reception](#), to sip bubbles with other Sponsors and our Civic Leaders.
- Personal invitations to your CEO to a selection of [MKBLP's other events](#), such as our fabulous dinners and breakfasts.
- Get to know the best of Milton Keynes business talent by taking your exclusive seat on our independent [Judging Panel](#) to judge all award categories.
- A complimentary, [full page advert](#) in our awards programme.
- A complimentary, [full page editorial](#), including logo, in our awards programme.
- A complimentary, prominently-placed [table of 12](#) at our 'must-attend', glittering awards ceremony.
- [Discounts](#) on two further tables, should you want to have even more fun.

**£12,000 + VAT**

# Premium Category Sponsorship

- Your organisation's logo on a selection of marketing materials, social media, and PR, before, during, and after the awards.
- The opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be published as part of our event promotion, on our popular website and social media channels.
- Subject to availability, the opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be broadcast on MKFM as part of our event promotion.
- Subject to availability, the opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be published in All Things Business.
- The opportunity for a board member to present the award, onstage to the category winner.



- 4 invitations to our Launch Event, to mingle with prospective entrants, Judges, Civic Leaders, and other Sponsors.
- 4 invitations to our fabulous Finalists' Party, to rub shoulders with our Finalists, Judges, Civic Leaders, and other Sponsors.
- 12 invitations to our MKBLP Reception, to sip bubbles with other Sponsors and our Civic Leaders.
- Personal invitations to your CEO to a selection of MKBLP's other events, such as our fabulous dinners and breakfasts.
- Get to know the best of Milton Keynes business talent by taking your exclusive seat on our independent Judging Panel to judge your sponsored award category.
- A complimentary full page in our awards programme, to be used for an advert, or editorial, or a combination of both.
- A complimentary, prominently-placed table of 12 at our 'must-attend', glittering awards ceremony.
- Discount on another table, should you want to have even more fun!



**From £5,200 + VAT**

# Category Sponsorship

- Your organisation's logo on a selection of marketing materials, social media, and PR, before, during, and after the awards.
- The opportunity for a board member to present the award, onstage to the category winner.
- 2 invitations to our Launch Event, to mingle with prospective entrants, Judges, Civic Leaders, and other Sponsors.
- 2 invitations to our fabulous Finalists' Party, to rub shoulders with our Finalists, Judges, Civic Leaders, and other Sponsors.
- 10 invitations to our MKBLP Reception, to sip bubbles with other Sponsors and our Civic Leaders.
- Personal invitations to your CEO to a selection of MKBLP's other events, such as our fabulous dinners and breakfasts.
- Get to know the best of Milton Keynes business talent by taking your exclusive seat on our independent Judging Panel to judge your sponsored award category.
- A complimentary half page in our awards programme, to be used for an advert, or editorial, or a combination of both.
- A complimentary, prominently-placed table of 10 at our 'must-attend', glittering awards ceremony.

**£5,000 + VAT**



## Ancillary Sponsorship

Other sponsorships are available. The benefits of Ancillary sponsorships vary, so please consult the following tables to see what is available.

**£Various + VAT**

# Sponsorship Comparison Matrix

Sponsorship Benefit	Headline Sponsor	Premium Category Sponsor	Category Sponsor
Logo on Marketing Materials <sup>1</sup>	Yes	Yes	Yes
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	Yes	No	No
Social Media Interview	Yes	Yes	No
On Stage Interview	Yes	No	No
MKFM Interview <sup>2</sup>	Yes	Subject to Availability	No
All Things Business Interview	Yes	Subject to Availability	No
Launch Party Invitations	8	4	2
Finalists' Party Invitations	8	4	2
MKBLP Reception Invitations	12	12	10
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	All	Sponsored Category	Sponsored Category
Programme Advert <sup>4</sup>	Full Page	Full Page	Half Page
Programme Editorial <sup>4</sup>	Full Page		
Onstage Award Presentation <sup>3</sup>	No	Yes	Yes
Sponsor's Name on Trophy <sup>3</sup>	No	Yes	Yes
First Table	Complimentary 12	Complimentary 12	Complimentary 10
Further Tables	2 x Discounted	1 x Discounted	Full Price
Post Event Interviews <sup>3</sup>	No	Yes	No
Branding Opportunity	Not Applicable	Trophy	Trophy
<b>Investment</b>	<b>£12,000</b>	<b>From £5,200</b>	<b>£5,000</b>

# Sponsorship Availability

Headline Sponsorship Availability		
Headline 1	Sponsored	MK City Council
Headline 2	Sponsored	The Open University
Headline 3	Sponsored	Brioche Pasquier
Headline 4	Sponsored	Aiimi
Headline 5	Available	£12,000

Premium Category Availability		
Entrepreneur of the Year	Sponsored	MHA
Business of the Year	Sponsored	Handelsbanken
Lifetime Achievement Award	Sponsored	Mercer & Hole

Category Sponsorship Availability		
Celebrating Diversity	Sponsored	Mazars
Innovation Award	Sponsored	Niftylift
Culture & Arts	Sponsored	Socius Development
Leisure & Entertainment	Available	£5,000
Technology Business	Sponsored	Helix
Design & Creativity	Available	£5,000
Professional Services	Sponsored	Clearview Intelligence
Small & Medium Business	Sponsored	Jardine BMW
New Business	Sponsored	Franklins
Charity of the Year	Sponsored	MK Community Foundation
Business Impact in the Community	Sponsored	My Milton Keynes
Micro Business	Available	£5,000
Customer Service	Sponsored	Holiday Inn (Central)
Built Environment (Property & Construction)	Sponsored	MKDP

# Last Year's Winners



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**Customer Service:**  
George Davies Turf

*"We're absolutely delighted. It's not just me, it's the team. The team we've got at the moment is absolutely fantastic, and to give them the recognition that they deserve is absolutely incredible. We loved every part of the process, and to come out as winners was one of the highlights of my 22 years in business."*

George Davies

**New Business:**  
Incubation Nation

*"We are so privileged to win this award tonight. What an achievement, we're in our first 18 months. Thank you so much MKBAA"*

Sam Poole



**Micro Business:**  
Marc Davies Bespoke Interiors

*"It's so nice to be at an event like this, and to just get the appreciation from the room just means so much being a small business, to hear that many people just cheering. It really is wonderful."*

Marc Davies



## **Entrepreneur of the Year: Odette Mould / Harry's Rainbow**

*"I'm so grateful to the whole community of Milton Keynes and to the Business Achievement awards, because without the community of Milton Keynes, Harry's rainbow wouldn't be here. I entered the BAA 2022 after attending and being a finalist for charity of the year in 2021. I was impressed with both the application process and the exposure this event could give to a small but mighty charity.*

*As a charity founder, I realised how much synergy there is in what I have achieved against what a business woman and entrepreneur might achieve in the business world. Entering Entrepreneur of the Year would help to raise the profile of those of us founders who start at kitchen tables with an acorn of an idea to fix injustices in society, and highlight the often misunderstood fallacy that charities*



*should run completely voluntarily. I knew competition would be fierce and doubt crept in when meeting with other incredible finalists. That's why on the night when I heard my name called, I was in genuine shock. What was absolutely incredible though was the support from the room and it is a memory I will always cherish."*

Odette Mould MBE



## **Celebrating Diversity, Business Impact in the Community, Business of the Year: Diversity Marketplace**

*"Just absolutely amazed! One for ourselves, but also for Milton Keynes. We want Milton Keynes to be the most inclusive city in the country, and it can be. What an incredible evening. I am still pinching myself. A huge thank you to you and your brilliant team for putting on such a great evening. There was much more diversity in the room than I have seen at any previous Awards in MK."*

Gamiel Yafai

## Charity of the Year: YMCA

*"Many thanks to all involved in the night – those of us who attended had a great evening. We were so thrilled to win, it really means a lot to all our staff and residents and the award has taken pride of place in our reception area. It's been a very positive experience for us."*

Amanda Saville



## Design & Creativity: Red Giraffe Marketing

*"We are humbled and grateful to be an award winner at the prestigious MKBAA awards. Entering the competition was a big opportunity for Red Giraffe to showcase our passion for our work and the dedication we have towards our clients. Winning this incredible award serves as a reminder of the trust placed in us and motivates us to continuously improve and exceed expectations."*

Joe Gilbert

## Professional Services: Howes Percival

*"I'm absolutely thrilled. Winning this award is an impressive endorsement of the culture and the hard work and effort all of our staff have put in over the last twelve months. As a firm we have grown and expanded in the past few years, but we have never lost our local focus and connections when it comes to supporting MK and its community. Being a part of the MK success story is really important to us, and I am incredibly proud of the team's dedication to supporting local charities, networking in the community, appearing in the local business press and attending key events in the city."*

Simon deMaid



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**21<sup>st</sup> March 2024**

Milton Keynes Stadium  
Stadium Way West  
Bletchley  
Milton Keynes  
MK11ST

[www.mkbaa.co.uk](http://www.mkbaa.co.uk)



[#mkbaa2024](https://twitter.com/mkbaa2024)