



Sponsorship Packages



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



[#mkbbaa2024](#)



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.

This year's theme for MKBAA is *Forever Innovative: Milton Keynes, leading the UK's high-tech future*. 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 delivery 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



#mkbaa2024



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

10th

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



#mkbbaa2024



MKBAA Timeline

Launch Event / Entries Open

14th September 2023

Finalists Announced

24th January 2024

Finalists' Party

15th February 2024

Judging Day

20th February 2024

Awards Night

21st March 2024

What Our Sponsors Say...



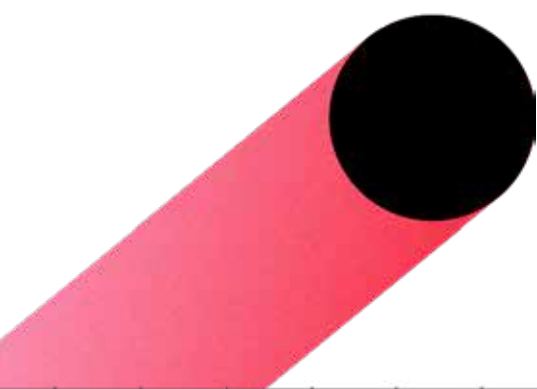
"We're really proud to be sponsoring the MKBAA awards again, which celebrates the people behind our city's diverse and thriving economy. The theme for this year's Milton Keynes Business Achievement Awards goes right to the heart of our vision for boosting MK as a world-renowned hub for tech and future 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



#mkbbaa2024

Delivering Your Brand



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Headline Sponsor

- 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

#mkbaa2024

Premium Category Sponsor

- 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

#mkbaa2024

Category Sponsor

- 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



Video Wall Sponsor

We endeavour to guarantee that every detail of our 'on the night' production maintains MKBAA's reputation as being not only the region's most prestigious awards ceremony, but also, the most spectacular!

As the sponsor, or co-sponsor, of our huge video wall, you will help us to achieve this ambition and ensure that your organisation's logo is emblazoned across the screen to our enormous audience, for most of the evening's programme. In addition, you will also be entitled to a complimentary table of 10 and the other benefits listed.

£5,000 + VAT (2 Lots)

#mkb2024

Programme Sponsor

Our Awards Programme is your 'on the night' guide to everything that you need to know about the awards ceremony. It lists details of the finalists for each category, as well as the evening's schedule, menu, speaker, and details about all our sponsors.

Sponsoring our Awards Programme ensures that your organisation takes an **extremely prominent position** in the programme, along with the other benefits listed.

£3,000 + VAT



Trophies Sponsor

Each year, we take great pride in designing our winners' trophies to ensure that they are not only high quality, but also that they have a unique, striking design to ensure that they are a **befitting adornment** for any boardroom or trophy cabinet.

As the sponsor of our trophies, your organisation's name will be **forever etched** into each award presented to our winners. You will also receive the other benefits listed.

£3,000 + VAT

Reception Sponsor

Our MKBAA Drinks Reception is a **vibrant gathering** place for all of our guests and finalists that want to meet, chat, and enjoy a **glass of prosecco** prior to the ceremony. Starting at 18:00, the reception immediately precedes the awards ceremony and continues until we are called into the main event space, for the commencement of the evening's programme. It lasts approximately **one hour** and is a **wonderful place to network** with your friends, contemporaries, and prospective clients, ahead of the evening's excitement.

As sponsor of the reception, your organisation will enjoy **prominent branding opportunities throughout the reception** area, along with the other benefits listed.

£2,500 + VAT



Finalists' Party Sponsor

Happening one month before our awards ceremony, our Finalists' Party **brings together all our finalists** to celebrate their short-listing as finalists. Our **independent judging panel, sponsors, and local dignitaries** are also invited for this fun and informal evening. As such, it provides a **wonderful networking opportunity** with many of the brightest and best businesses in our community. It's not to be missed!

Sponsoring the finalist party will put **your organisation** into this room giving you **direct access** with not only each of the finalists, but also many of our sponsors; and not only that, you will also be given a **chance to address the room**. As such, this package provides a great chance to **extend your network** and potentially **win new clients**. You will also receive the other benefits listed.

£2,500+ VAT



MKBLP Reception Sponsor

The MKBLP Reception is an **invitation-only drinks reception** that is attended by senior figures from our business community, our sponsors, and our judging panel. Additionally, we have representatives from our City's Civic and Ceremonial structures, such as, the Lord-lieutenant, High Sheriff, our local MPs, local politicians, and mayoral office, and we invite senior representatives from our city's bigger charities, educational organisations, law enforcement and the judiciary. Together, our reception represents the **biggest collective** of locally **influential people** to be convened in a single room, at any point in the business calendar.

The reception immediately precedes the awards, starting at 18:00 and continues until we are called into the main event space for the commencement of the awards programme.

Sponsoring this awards, puts **your organisation into this room** giving you **direct access** to **people** it is often **hard to meet**. You will also receive the other benefits listed.

£2,000 + VAT

Speaker Sponsor

Our award ceremony is widely considered the very best in the region; however, having a **top-quality speaker** address the audience can add **poignancy** and **gravitas**.

Sponsoring our speaker not only ensures that your organisation is **recognised** on screen **throughout the speech**, but it also entitles it to be recognised in our programme. You will also receive the other benefits listed.

£2,000 + VAT



Winners' Drinks Sponsor

What better way for our lucky winners to celebrate their prestigious prizes, than with a bottle of bubbles!

Sponsoring our winners' drinks makes this a reality and ensures that your organisation is known and appreciated all of our winners. You will also receive the other benefits listed.

£1,500 + VAT



Photography Sponsor

MKBAA is a glittering event worthy of being immortalised by the very best photography; this is even more important for our winners whose dreams of winning an MKBAA have just been realised!

Sponsoring the photography at our awards is a low-cost way of receiving significant profile, as your organisation's logo will appear alongside those of our headline sponsors, on the photo wall used for all of our official winner pictures. You will also receive the other benefits listed.

£1,500 + VAT



DJ / Disco Sponsor

Once the speeches are done, the food and wine enjoyed, and all the awards rehomed with their deserving new owners, there is nothing left to do except to let one's hair down, and party like it's 1999!

Sponsoring our DJ and Disco enables our guests to celebrate and appreciate your organisation as we bedeck the dancefloor area with your organisation's brand. You will also receive the other benefits listed.

£1,500 + VAT



Signer Sponsor

Our important and continuing commitment to ensuring equity in our community drives our aspiration to provide a BSL Signer throughout the ceremony, to help assist the enjoyment of our hearing-impaired guests.

Sponsoring our signer enables us to provide this service and ensures that your organisation is recognised on screen, during the speeches. You will also receive the other benefits listed.

£1,500 + VAT

Sponsorship Comparison Matrix

Sponsorship Benefit	Headline Sponsor	Premium Category Sponsor	Category Sponsor
Logo on Marketing Materials	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	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	Full Page	Full Page	Half Page
Programme Editorial	Full Page		
Onstage Award Presentation	No	Yes	Yes
Sponsor's Name on Trophy	No	Yes	Yes
First Table	Complimentary 12	Complimentary 12	Complimentary 10
Further Tables	2 x Discounted	1 x Discounted	Full Price
Post Event Interviews	No	Yes	No
Branding Opportunity	Awards Ceremony	Trophy	Trophy
Investment	£12,000	From £5,200	£5,000

Sponsorship Comparison Matrix

Sponsorship Benefit	Video Wall	Awards Programme	Trophies
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	2
Finalists' Party Invitations	2	2	2
MKBLP Reception Invitations	10	4	4
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Full Page	Full Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	2 x Complimentary 10	Full Price	Full Price
Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	On Screen (Throughout Ceremony)	Programme	Trophy
Investment	2 x £5,000	£3,000	£3,000

Sponsorship Comparison Matrix

Sponsorship Benefit	Reception Drinks	Finalists' Party	MKBLP Reception
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	2
Finalists' Party Invitations	2	8	2
MKBLP Reception Invitations	4	4	8
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Quarter Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Full Price	Full Price	Full Price
Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	Reception Area	Finalists' Party Area	VIP Reception Area
Investment	£2,500	£2,500	£2,000

Sponsorship Comparison Matrix

Sponsorship Benefit	Speaker	Award Winners' Drinks	Photographer
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	Yes
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	2
Finalists' Party Invitations	2	2	1
MKBLP Reception Invitations	4	2	2
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Quarter Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Full Price	Full Price	Full Price
Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	Speaker Screen	Tags on Bottle / Branded Bottle Bag	Winners' Photo Wall
Investment	£2,000	£1,500	£1,500

Sponsorship Comparison Matrix

Sponsorship Benefit	DJ / Disco	Signer	Launch Party
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	8
Finalists' Party Invitations	2	2	2
MKBLP Reception Invitations	2	2	2
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Quarter Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Full Price	Full Price	Full Price
Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	DJ Booth / Dancefloor	On Screen During Speeches	Launch Party Invites & Event
Investment	£1,500	£1,500	£1,500

Sponsorship Availability

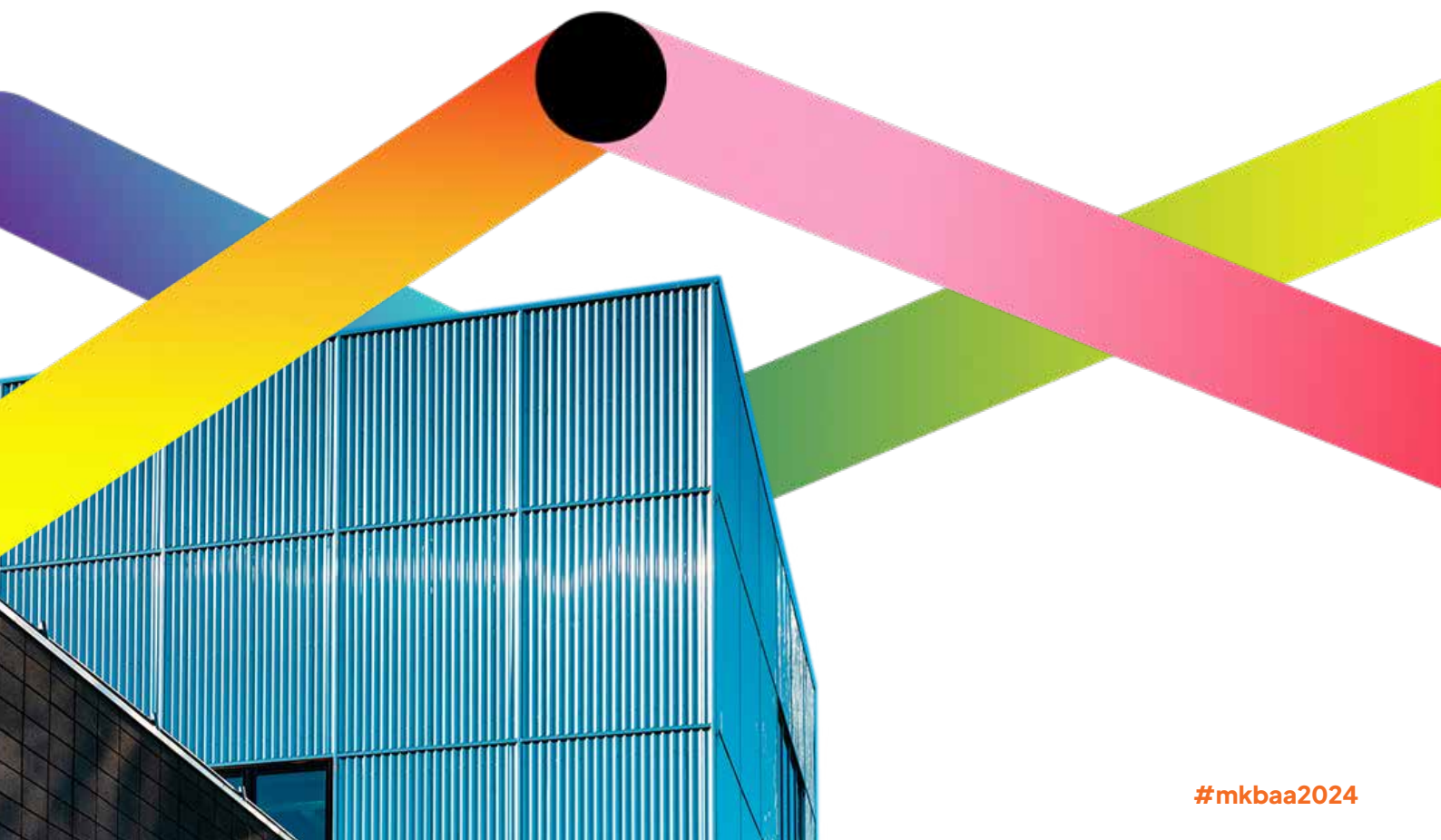
Headline Sponsorship Availability		
Headline 1	Sponsored	MK City Council
Headline 2	Sponsored	The Open University
Headline 3	Sponsored	Brioche Pasquier
Headline 4	Sponsored	Aiimi
Headline 5	Available	£12,000

Premium Category Sponsorship 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	Sponsored	Yamaha UK
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

Sponsorship Availability

Ancillary Sponsorship Availability		
Video Wall 1	Available	£5,000
Video Wall 2	Available	£5,000
Awards Programme	Sponsored	MK21
Trophies	Sponsored	SJD Electrical
Reception Drinks	Available	£2,500
Finalists' Party	Available	£2,500
MKBLP Reception	Available	£2,500
Speaker	Available	£2,500
Award Winners' Drinks	Sponsored	Stadium MK
Photographer	Available	£1,500
DJ / Disco	Available	£1,500
Signer	Available	£1,500
Launch Party	Not Available	Not Available



Last Year's Winners



#mkbaa2024



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 de Maid





21st March 2024

Milton Keynes Stadium
Stadium Way West
Bletchley
Milton Keynes
MK11ST

www.mkbaa.co.uk

#mkbaa2024