

THEBUSINESSDESK.com *West Midlands*  
**BusinessMasters**  
2012

**Celebrating  
business success  
in the West Midlands**



**TheBusinessDesk.com Masters Awards are like no other business awards ceremony you have attended.**

The Masters is a true celebration of business success where the entrepreneurs and firms are the stars.

Most awards events are black tie, held in the evening where you have to buy a table of 10 seats and then watch as a series of individuals troop on stage to collect awards and you find very little out about their companies.

Our lunchtime event features just six awards and each shortlisted company or individual is interviewed at the event allowing them to showcase their business success to our high level audience.

We sell tickets in pairs giving guests valuable networking opportunities during the whole of the three-hour event.

Attendance is limited to 180 of the region's key decision makers and the event includes a champagne reception and high quality three course lunch with fine wines.

**Exclusive Sponsorship Package**

The West Midlands Business Masters offers just six equal award sponsorship opportunities for prestigious organisations wanting to be at the heart of the premier business event of 2012.

**Exposure includes:**

- Two pairs of tickets (worth £500)
- Choice of award categories to sponsor
- Present option of award on the day
- Sponsor's name on award plaque
- Plasma screen branding on the day
- 'In association with' and logo on the lunch brochure
- Sponsor's logo on tickets
- 'In association with' on all preview stories and after event stories
- Sponsor's quotes in stories
- Personal profile of award presenter

**Cost: £5,000 each (+vat)**

**Awards Categories**

- **West Midlands Newcomer** - Best new business initiative in the region
- **West Midlands Manufacturer** - Celebrating the region's top manufacturing firms
- **West Midlands Pride** - Most meaningful philanthropic initiative by a business, organisation or leader
- **West Midlands Innovator** - Most creative or original business thinking
- **West Midlands Ambassador** - Greatest contribution to business in the West Midlands
- **West Midlands Exporter** - Recognising overseas trade success



**'Our aim is not only to recognise the outstanding business talent in the region, but also to facilitate business by bringing together key achievers and professional advisers. The event will recognise the best in business whether large corporates, new enterprises, family businesses, entrepreneurs or those from the public sector.'**

- Marc Reeves, Editor, *TheBusinessDesk.com West Midlands*

**For more details please contact Lee-J Walker on t: 0121 250 5730 m: 07807 083544  
e: [leej.walker@thebusinessdesk.com](mailto:leej.walker@thebusinessdesk.com)**