

2027 Awards Cycle Sponsorship Opportunities



North East
England
Tourism
Awards

POWERED BY



**EXPERIENCE
NORTH EAST
ENGLAND**

Help us celebrate our visitor economy heroes



For over two decades, the North East England Tourism Awards have been championing the best places to visit, stay, taste and experience in North East England.

Winners have gone on to be celebrated on the national stage at the VisitEngland Awards for Excellence and securing a coveted spot on our shortlist has become a key indicator of excellence and quality in the region and beyond.

The diverse array of businesses shortlisted in this year's Tourism Awards is a testament to the incredible visitor offer we have in the region. Our awards champion and celebrate the hard-working people and places in all corners of North East England that deliver truly magical experiences for our visitors. As we look to double the value

of our visitor economy over the next 10 years, it is these amazing places that will be at the forefront of this transformation.

As we plan our spectacular finale in Spring 2027, we would now like to invite you to be a part of the celebration with a fantastic range of sponsorship opportunities to embed your brand within our prestigious awards programme.

From our strategic headline partnership to category sponsorships that align directly with your business area, we have a whole raft of opportunities to support our award winning businesses, gain exposure with an engaged audience and help champion excellence and quality in North East England.

POWERED BY



The region's premier celebration of tourism and hospitality



450

guests attended our 2026-27 grand finale



180+

pieces of coverage achieved for the awards



150+

businesses entered the 2025-26 awards - the highest number in England*



£6.2 bn

The value of the sector to the North East's economy



2026-2027

Partnership
packages

Headline Partnership

£10,000 + VAT 1 yr

£28,500+ VAT over 3 years

Saves £1500

1 Available

A strategic partnership that offers deep brand integration and showcases your commitment to the success of the visitor economy at every stage.

This package includes:

- Opportunity for strategic brand integration throughout the full year-round awards programme including all communications, and the opportunity to claim naming rights (i.e. The [YOUR BRAND] North East England Tourism Awards)*
- Prominent branding placement across North East England Tourism Awards communications, including the NEETA pages on the Experience North East England website, in our digital event programme, e-newsletters, media and PR activity and social media.
- Prominent branding placement and alignment at our grand finale with bespoke, high impact, brand placement opportunities including stage & venue dressing.
- Sponsorship of your chosen category, including a company representative to present the award.
- 10 complementary tickets for the ceremony
- Host status for VIP drinks reception for sponsors and invited dignitaries.
- The opportunity to be quoted in the post-event press release and brand mentions/profile raising in any press activity in the lead up to the awards.
- Spotlight slot during the ceremony to screen a promotional video or make a short address to the room, plus mentions in the compere script throughout the night.
- Full PR announcement of your partnership and associated comms.
- Dedicated feature page in digital programme with advert & links to your channels
- Access to official photography and video from the event.
- First refusal for Headline Partnership for the following year

*Naming rights subject to negotiation and board approval



Premier Sponsor

£8,000 VAT 1 yr

£22,500 + VAT 3 yr

Saves £1500

1 Available

Your brand at the heart of the biggest night in tourism

This package includes:

- Enhanced branding placement across North East England Tourism Awards communications, including the NEETA pages on the Experience North East England website, in our digital event programme, e-newsletters, press and PR activity and social media.
- Enhanced branding placement at our grand finale, including on large projection screens throughout the ceremony and 'step and repeat' boards in the foyers.
- Sponsorship of your chosen category, including a company representative to present the award.
- Up to 10 complementary tickets for the ceremony.
- The opportunity to be quoted in the post-event press release and brand mentions/profile raising in any press activity in the lead up to the awards.
- Spotlight slot during the ceremony to screen a

promotional video or make a short address to the room., plus mentions in compere script throughout the night.

- Social media spotlight highlighting your partnership with the awards.
- Dedicated feature page in digital programme with advert & links to your channels
- Access to official photography and video from the event.
- Opportunity for deeper brand integration throughout the full awards programme.
- Opportunity to be listed as co-sponsor of the launch event for the 2026-27 awards
- Opportunity for product placement during the event (for example, your products served as part of the event)*.

*Subject to negotiation with venue



North East
England
Tourism
Awards

Corporate Sponsor

£4,500 + VAT 1 yr

£12,600+ VAT 3 yr

Saves £900

Multiple Available

Showcase your support for tourism and hospitality in the region

This package includes:

- Branding placement across Destination North East England Tourism Awards communications, including the NEETA pages on the Destination North East England website, in our digital event programme, e-newsletters, press and PR activity and social media.
- Branding placement on 'step and repeat' boards in the foyers.
- Sponsorship of your chosen category, including a company representative to present the award.
- 5 complementary tickets for the ceremony.
- Mentions in the compere script throughout the night.
- Social media post highlighting your partnership with the awards alongside our other sponsors.
- Priority listing on sponsors page of digital

programme with 200 word description and link to website.

- Access to official photography and video from the event.
- Opportunity for product placement during the event (for example, your products served as part of the event)*.
- Opportunity for brand placement throughout the full awards programme.

3 yr package only

3 yr package only

*Subject to negotiation with venue



Media Partner

£4,000+ VAT 1 yr

1 Available

Help us tell the region's success story

This package includes:

- Branding on step-and-repeat boards, banners, the stage LED video wall and screens around the venue.
- Listing on the Experience North East England Tourism Awards website and event app as Official Media Partner with blurb and links.
- Regular mentions throughout the night in the compere scripts and in comms/socials.
- PR release announcing sponsorship and associated socials.
- Up to 3 complimentary tickets on a table (option to purchase more at £62pp. subject to availability)
- A category sponsorship (worth £1,000 +

VAT) of one of your top three category preferences

- Access to finalists, winners and industry leaders for interview/content on the night .
- Potential for collab posts with NewcastleGateshead, Visit Northumberland and Visit County Durham consumer socials regarding awards winners.
- Option to produce the awards programme/magazine including advertising sales commission.



Venue Sponsor

£3,500+ VAT 1 yr

£10,000 + VAT 3yr

Saves £500

Multiple Available

Your brand in the room where it happens.

This package includes:

- Branding placement across North East England Tourism Awards communications, including the NEETA pages on the Experience North East England website, in our digital event programme, e-newsletters, press and PR activity and social media.
- Branding placement on 'step and repeat' boards in the foyers & table centre decorations.
- Sponsorship of your chosen category, including a company representative to present the award.
- 1 complementary ticket to the ceremony
- Mentions in the compere script throughout the night.
- Social media post highlighting your partnership

with the awards alongside our other sponsors.

- Listing on sponsors page of digital programme with 200 word description and link to website.
- Access to official photography and video from the event.
- Opportunity for product placement during the event (for example, your products served as part of the event)*.

3 yr package only

*Subject to negotiation with venue



Category Sponsor

£1,000 + VAT

Multiple Available

Includes 1 complementary ticket • Additional tickets are available to purchase up to a maximum of 5

A direct connection between your brand and our winners

This package includes:

- Your brand mentioned alongside your category in North East England Tourism Awards communications including on our website & socials, digital event programme, on the big screens during the ceremony and in the post-event press release.
- A 50 word description and logo in the digital event programme, with link to your website.
- Your logo on sponsor banners in the foyers.
- Opportunity for a company representative to present your category award.

Core Categories

- Small Hotel of the Year
- Large Hotel of the Year
- Camping, Glamping and Holiday Park of the Year
- Self-Catering Accommodation of the Year
- Small Visitor Attraction of the Year
- Large Visitor Attraction of the Year
- Pub of the Year
- Experience of the Year
- New Tourism Business of the Year
- Taste of North East England Award
- Accessible and Inclusive Tourism Award
- Business Events Venue of the Year
- Regenerative Tourism Award (previously the Ethical responsible & Sustainable Award)
- Unsung Hero Award

Local Categories

- The Rising Star Award
- Event or Festival of the Year
- Live or Cultural Venue of the Year
- Independent Business of the Year

Additional tickets charged at £62 + VAT



Other Opportunities



Drinks Reception Sponsor

Welcome our finalists in style as our drinks reception sponsor.

This package includes:

- Your brand mentioned in Destination North East England Tourism Awards communications including on our website & socials, digital event programme and a mention in the compere script during the ceremony.
- A 50 word description and logo in the digital event programme, with link to your website.
- Opportunity to serve your products during the reception*

*Subject to negotiation with venue - may involve an additional charge

£1,500+ VAT



Dining Sponsor

Be the name behind a delicious dining experience for our guests.

This package includes:

- Your brand mentioned in Destination North East England Tourism Awards communications including on our website & socials, digital event programme and a mention in the compere script during the ceremony.
- Your brand displayed throughout dinner on screens around the venue.
- A 50 word description and logo in the digital event programme, with link to your website.
- Opportunity to serve your products*

*Subject to negotiation with venue - may involve an additional charge

£1,500+ VAT



Entertainment Sponsor

Associate your brand with an unforgettable moment at the awards.

This package includes:

- Your brand mentioned in Destination North East England Tourism Awards communications including on our website & socials, digital event programme and a mention in the compere script during the ceremony.
- Your brand displayed throughout the performance.
- A 50 word description and logo in the digital event programme, with link to your website.

£2,500+ VAT

Interested in partnering with the North East England Tourism Awards?

To secure your 2027 partnership, contact:

TourismAwards@DNEE.co.uk



Terms & Conditions

1. Awards Organiser and Payment

The East England Tourism Awards are produced by Experience North East England on behalf of the region.

All sponsorship fees are payable directly to Experience North East England Ltd. or its successor organisations.

2. Sponsorship Benefits and Changes

The specific benefits outlined in any sponsorship package (e.g., branding, tickets, promotion) are not guaranteed and may be withdrawn, altered, or substituted at any time without liability by Experience North East England

Additional benefits or opportunities not originally included in the package may be introduced by, and are at the sole discretion of, Destination North East England. The provision of any such additional benefits is not guaranteed.

3. Category Assignment

Sponsors may request to sponsor a particular awards category. However, the final assignment of sponsorship to any specific category is at the sole and final discretion of Experience North East England

4. Sponsorship Confirmation and Payment

A sponsorship package is considered reserved upon receipt of a signed booking form or contract. However, sponsorship is not guaranteed or confirmed until full payment is received by Experience North East England Ltd. or its successor organisations.

Sponsors must adhere to the specific payment terms and deadlines detailed in the contract provided at the time of signing.

5. Invoicing and Payment Terms

Invoices will be issued following receipt of the signed booking form or contract.

Payment is due within 30 days of the invoice date or prior to the date of the awards ceremony, whichever date is earliest

If the invoice date is less than 30 days before the awards ceremony, immediate payment is required.

6. Overdue Payments and Interest

In the event of non-payment of an invoice or invoices by the due date, Experience North East England reserves the right to charge interest on the overdue amount.

Interest will be charged at standard bank base rates plus 4% per annum to compensate for the administrative and financial workload created by overdue payments.

Acceptance of these credit terms includes acceptance of the levying of interest charges at our discretion.

Should legal action be required to effect payment, all legal and court costs incurred by Experience North East England, plus accrued interest, will be added to the amount sought via the courts in the event of non-payment.

7. Event Tickets

Event tickets are in high demand and the organisers are unable to guarantee the provision of any additional tickets to the awards ceremony above the number explicitly included in the confirmed sponsorship package. Due to the high demand, sponsors are required to fully utilise their allocation of tickets or return any unused tickets at least 2 weeks prior to the event. Any 'no-shows' or unused tickets that have not been returned before the cut off may incur additional charges.

Destination
North East England

Tourism Awards

with LNER

POWERED BY

