

2026 NORTHERN LAW AWARDS

SPONSORSHIP PROSPECTUS 2026

Thursday 11th June 2026
Hilton Newcastle Gateshead
www.lawawards.co.uk

Sponsorship should be an essential part of your marketing strategy!

Sponsorship should be an essential part of your marketing strategy. Travelling around the region setting up meetings with clients is costly and time consuming. We've gathered together your preferred audience for you, giving you the unique opportunity to engage and celebrate with the best in the region.

In the 11th anniversary of the first event, the 2026 Northern Law Awards is, once again, returning to the Hilton Newcastle Gateshead. We look forward to welcoming all nominees, firms and partners to what we expect to be our best year yet!

Unrivalled benefits of sponsorship include:

- Network with industry decision makers
- Highly targeted marketing to a captive audience
- Build new & strengthen existing relationships
- Increase company profile and enhance credibility
- Treat your staff to a fabulous black tie evening of celebration
- Corporate hospitality – host your potential clients

Audience Profile

An influential audience of over 400 key legal professionals will attend the dinner including: lawyers, senior solicitors, barristers, the judiciary, chartered legal executives, young professionals, marketing executives, accountants, financial advisers, academics, legal regulators

Marketing Stats

- Database of approx **2000** Northern legal and business professionals direct contacts
- Monthly marketing emails with a **37%** average open rate
- **1022** followers on Twitter, **948** followers on LinkedIn
- **over 200,000** impressions over the course of the campaign - November to June.
- Dedicated sponsor messaging
- Over **3200 unique visitors** to the website across the marketing period of 6 months



For further information on sponsorship opportunities at the Northern Law Awards 2026 please contact:

Emma Weatherly, Sales Manager
0191 241 4523, emma@echoevents.org

Main Partner (Exclusive)*: £8,500.00 + VAT

As the Main Partner, your organisation will benefit from being linked to the prestigious event identity from the very beginning. With excellent exposure to your target market this exclusive package represents a fantastic investment opportunity.

* multi-year packages available on request.

Entitlements include:

Pre Event

- **The NLA website** - your logo displayed on every page recognised as the 'Main Partner' with a reciprocal link to your website
- **Sponsors page on the NLA website** - your logo displayed in the most prominent place with a reciprocal link to your website
- **Marketing emails sent to the NLA database** - your logo displayed in the most prominent position with a reciprocal link to your website
- **Category judging panel** - a representative from your company to be on the panel of a category. The judging day will take place on **13th May 2026** at the Hilton Newcastle Gateshead
- **Dinner tickets** - your logo displayed on each dinner ticket (approx. 400)
- **Social Media** - regular sponsor acknowledgments on social media

During the Awards

- **Tickets to attend the awards dinner** - a full table of 10 reserved for your company
- **Table plan displayed in the drinks reception before dinner** - your logo displayed prominently
- **Menu cards on tables at dinner** - your logo displayed prominently
- **Welcome speech** - a representative from your company to say a short welcome on stage at the dinner to all guests
- **Sponsorship of the Outstanding Achievement category** - your logo on all materials associated with that category (please also see category sponsorship entitlements)
- **Presentation of award trophy** - A representative from your company to present the Outstanding Achievement award onstage to the winner of the category
- **Award trophies** - your logo displayed on all award trophies presented to each category winner
- **Event handbook** - your logo displayed on the front cover
- **Event handbook** - full page advert (inside front cover), your logo displayed in the sponsor acknowledgement section and a 200 word paragraph about your company (supplied by sponsor)
- **Audio Visual holding slides** - your logo displayed as Main Partner
- **Company banners** - an opportunity to display up to 4 banners around the venue (supplied by sponsor)
- **Sponsor signage** - your logo displayed prominently
- **10% sponsor discount** - on any extra awards dinner tickets purchased

Post Event

- **Winner Prize** - Personalised gift sent to the winner post event with your branding and contact details

Corporate Partner: £3,250.00 +VAT

This exclusive and coveted opportunity is an asset to align your company name with this prestigious event.

Pre Event

- **Branded as Corporate Partner of Law Awards on the NLA website** - with 50 words and reciprocal link to your website
- **Your logo displayed** on the sponsors page of the website
- **Official “Corporate Partner of Northern Law Awards 2026” banner** - for your company to use on email and social media until 31st December 2026
- **Marketing emails sent to NLA database** - your logo displayed
- **Social Media** - regular sponsor acknowledgments on social media

Exclusive Judging Day Sponsor entitlements

- **Dedicated section in ‘finalists’ email** promoting your company as the judging day sponsor. The judging day will take place on **13th May 2026** at the Hilton Newcastle Gateshead
- **Your logo included** on any judging day materials and marketing
- **Judging Panel** - a place on one of the category judging panels for a representative of your company
- **Your branding in the judges lounge** where lunch and refreshments are served – including the opportunity to display pull up banners
- **Promotional materials** distributed in the waiting area

During Event

- **Event Handbook** - full page advert, your logo displayed in the sponsor acknowledgement section and 50 word paragraph about your company
- **Tickets to attend the awards dinner** - a full table of 10 reserved for your company
- **10% sponsor discount** - on any extra awards dinner tickets purchased
- **Audio visual slides on large screens** - your logo displayed on sponsor slide during dinner and individually during the award presentation
- **Sponsor signage** - your logo displayed on sponsor slide during dinner and individually during the award presentation
- **Sponsorship of a category** - a representative from your company to present an award on stage to the winner (category to be confirmed)



Category Sponsor: £1,925 + VAT

Sponsoring a category means your organisation is an integral partner of the awards ceremony and gives you excellent exposure. You will be an important part of the judging process and feature on stage on the evening.

Entitlements include:

Pre Event

- **Sponsors page on the NLA website** - your logo displayed with a link to your website
- **Category page of the NLA website** - your company name next to the category being sponsored
- **Marketing emails sent to NLA database** - your logo displayed
- **Category judging panel** - a representative from your company to be on the panel of the category you are sponsoring. The judging day will take place on the **13th May 2026** at the Hilton Newcastle Gateshead
- **Social Media** - regular sponsor acknowledgments on social media

During the Awards

- **Presentation of award trophy** - A representative from your company to present the award onstage to the winner of the category
- **Award trophy** - your logo displayed on the category award trophy presented to the category winner
- **Audio Visual Slides on large screens** - your logo displayed on sponsor slide during dinner and individually during the award presentation
- **Event handbook** - full page advert, your logo displayed in the sponsor acknowledgement section and a 50-word paragraph (with contact details) about your company
- **Sponsor signage** - your logo displayed on a large pop up banner
- **Four places at the awards dinner**
- **10% sponsor discount** - on any extra awards dinner tickets purchased



Official Car Partner (Exclusive): £1,500.00 + VAT

This is an excellent non-endemic sponsorship opportunity to display your luxury high-end brand at our glamorous event. As successful business professionals our guests are a prime target audience.

Entitlements include:

Pre Event

- **Sponsors page on the NLA website** - your logo displayed with a link to your website
- **Marketing emails sent to NLA database** - your logo displayed
- **Banner advert on website** to promote competition
- **Social Media** - regular sponsor acknowledgment on social media

Judging Day

- **Opportunity to display one car** in the turning circle at the entrance of the venue on judging day
- **Opportunity to run a business card draw** - prize to be provided by car partner. Approx 150 - 200 people attend the judging day and this is a great way to collect their contact details

During the Awards

- **Opportunity to display two cars** in the venue (following confirmation of car make/model/size)
- **Present an award on the evening** - your logo will be engraved on the award
- **Car partner representative** to attend on the evening. We will provide a prime position for your company to display pop up banners and a poseur table in the welcome reception area. This area can be used to collect business cards and engage personally with guests
- **Opportunity to run a business card draw** - collect business cards from guests during the welcome reception, winner to be announced from the stage at the end of the evening. Prize to be provided by car partner
- **Event handbook** - full page advert, your logo displayed in the sponsor acknowledgement section and a 50-word paragraph about your company
- **Sponsor signage** - your logo displayed on the sponsor acknowledgement banner
- **Audio Visual Slides on large screens** - your logo displayed on the sponsor slides during dinner
- **Four seats at the awards dinner**
- **10% sponsor discount** - on further dinner tickets

Post Event

- **Your logo** on post event materials



Competition Opportunity: £800 + VAT

Entitlements include:

- Your company to supply a digital banner with details of the prize to be won on the evening of the awards. This will be placed on NLA 2026 website (The digital banner will be created by your organisation)
- Your company to supply the prize for the draw. The draw will take place following dinner and prior to the awards presentation, with the prize being given out to the winner
- Business cards will be collected from guests during the dinner and entered in to the competition. Following the prize draw, all business cards will be given to your organisation*
- Opportunity to promote your competition via the NLA 2026 social media channels

**Any entry forms used to collect personal data must be GDPR compliant.*

Event Handbook Sponsor: £995 + VAT

Entitlements include:

Pre Event

- **Sponsors page on the NLA website** - your logo displayed with a link to your website
- **Marketing emails sent to NLA database** - your logo displayed
- **Social Media** - regular sponsor acknowledgments on social media

During the Awards

- **Event handbook** - full outside back page advert
- **Event handbook** - your logo displayed on the front cover and a 50-word paragraph about your company
- **Audio Visual Slides on large screens** - your logo displayed
- **Sponsor signage** - your logo displayed
- **10% sponsor discount** - on any extra awards dinner tickets purchased

