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## **ARMED FORCES IN WALES AWARDS – SPONSORSHIP OPPORTUNITY 2021.**

The Armed Forces Covenant is a promise by the nation ensuring that those who serve or who have served in the armed forces, and their families, are treated with fairness and respect in the communities, economy and society they serve with their lives. The Armed Forces in Wales Awards are a key tool in cementing this relationship. These Awards have been running since 2015 and culminate in a gala award event. Cancelled in 2020 due to the pandemic, we are hopeful that 2021 will see this highly prestigious event return to celebrate the Covenant and to further enhance the relationship between the Armed Forces in Wales and Welsh society.

I am writing to you to ask if you would be interested in being a sponsor of the event this year? You might consider becoming the main sponsor of the Awards or, alternatively, might sponsor a specific award category.

The Awards recognise outstanding contributions to Defence by individuals and organisations, both military and civilian from the public, private and third sectors. There are four awards for contributions to:

- Sport
- Youth and Cadets
- The Armed Forces Covenant
- Overall contribution to Defence

The criteria remain suitably broad to encompass contributions from individuals or organisations that have enhanced Defence capability in and from Wales or enhanced the Armed Forces Covenant in Wales. Therefore, there must be a relationship between a nominee's activity and Defence or the Armed Forces community. This includes all tri-service ranks Regular and Reserve, their families, cadets and veterans; the Armed Forces Covenant family.

The Awards will be presented on the 25<sup>th</sup> November 2021 at a gala ceremony to be held at a suitable venue in the Cardiff area. At the same event, new recipients receive their Employer Recognition Scheme Silver award, and those organisations that received their Gold Awards at a UK sponsored ceremony earlier in the month are also acknowledged.

The evening includes a keynote address, usually from a member of the Senedd or United Kingdom Government and routinely attracts government ministers, cabinet secretaries, senior Armed Forces officers and at least one sporting icon. Static displays from the Armed Forces will be in situ and the event is wrapped in military ceremony including Welsh military bands accompanied by soldiers and regimental mascots from Welsh regiments. Tables are hosted by Welsh units who provide regimental silverware to add panache and style. The evening attracts Welsh media who conduct interviews prior to dinner with senior figures and Army Media and Communications enable live social media broadcasts throughout the evening.

Sponsorship provides opportunities for displaying organisational logos on the actual awards as well as on marketing material and invitations. Two trophies have been created for each award category, with one being retained by the sponsoring organisation for a year and a smaller version being retained by the recipient. The larger award records the collective names of previous recipients over a five-year period.

As a government organisation we are closely regulated regarding sponsorship but, nonetheless, this offers the opportunity to be associated with an internationally recognised organisation and brand. Within Ministry of Defence regulations, we can offer acknowledgement of the sponsor using on-site advertising material and use of standard logos. Acknowledgement can take various forms:

- a. **Branding.** The use of organisation's name and/or logo on promotional material or publications.
- b. **Advertising.** Advertisements for sponsoring organisations may appear in any relevant brochures or literature associated with the activity or recipient of the sponsorship. This must be agreed in the formal written sponsorship agreement.
- c. **Accreditation.** We would offer the opportunity for direct association of sponsor's names with the element being supported. For example, the actual award (for any of the categories) would carry the wording: "Sponsored by ...". The sponsor would also be able to produce their own advertising material which could declare "Sponsor of ..." the relevant element.
- d. **Product Placement.** Publicising (but not endorsing or advertising) an organisation's products or services provided to support the activity as appropriate.
- e. **Networking.** We will also provide an allocation of table or places to sponsors for attendance at the Awards as outlined in the attached literature.

The cost of supporting these awards is currently set at:

- Main Sponsor                      £5,000
- Category Sponsor                £2,000

I must stress that at this stage we are only seeking expressions of interest and any contact is without commitment and subject to contract which will be issued by Army Commercial. We welcome any interest and if you feel you may be able to contribute, please respond to Major Craig Middle at [Craig.Middle330@mod.gov.uk](mailto:Craig.Middle330@mod.gov.uk) (tel. 07720 038283) by 18 July 2021

or, if you prefer, please do not hesitate to contact me direct in relation to any potential sponsorship offer and reciprocal terms.

Thank you for your continued support to the Armed Forces in Wales and I look forward to discussing any interest that you might have in the 2020 Awards.

Enclosure:

Armed Forces in Wales Awards Sponsorship presentation.



**CYNLLUN CYDNABOD CYFLOGWYR AMDDIFFYN A  
GWOBRAU'R LLUOEDD ARFOG YNG NGHYMRU**  
**DEFENCE EMPLOYER RECOGNITION SCHEME AND  
ARMED FORCES IN WALES AWARDS**

**Sponsor's Presentation**



**Armed Forces in Wales  
Awards  
Main Sponsor Benefits**

**CYNLLUN CYDNABOD CYFLOGWYR AMDDIFFYN A  
GWOBRAU'R LLUOEDD ARFOG YNG NGHYMRU**  
**DEFENCE EMPLOYER RECOGNITION SCHEME AND  
ARMED FORCES IN WALES AWARDS**



**Become the main sponsor of the  
Armed Forces in Wales Awards 2018**

What can you expect?  
As a main sponsor of the 2018 Armed Forces in Wales Awards you can expect...

Your Company name and logo will be added to all publicity material and prominently displayed at the event.

You will receive a free table at the awards presentation event.

Your Company name and logo added to all email invitations, tickets and table menu.





## Become a Category Award Sponsor

CYNLLUN CYDNABOD CYFLOGWYR AMDDIFFYN A GWOBRAU'R LLUOEDD ARFOG YNG NGHYMRU  
DEFENCE EMPLOYER RECOGNITION SCHEME AND ARMED FORCES IN WALES AWARDS

Become an Award sponsor for one of the following prestigious Awards...

- Sports Award
- Youth & Cadets Award
- Armed Forces Covenant Award
- Armed Forces Award



The Awards



## Armed Forces in Wales Awards Category Sponsor Benefits

CYNLLUN CYDNABOD CYFLOGWYR AMDDIFFYN A GWOBRAU'R LLUOEDD ARFOG YNG NGHYMRU  
DEFENCE EMPLOYER RECOGNITION SCHEME AND ARMED FORCES IN WALES AWARDS

### Become an Award Sponsor for... The Armed Forces in Wales Awards 2018

What can you expect?

Your company logo and name will be added to all publicity material relating to the Award category and displayed at the event and online at our Awards website supporters page.

Your logo and business name will be added to the Award name plates.

You will receive a free table at the Awards presentation event.

PR opportunity available via press and social media with photographic presentation opportunity.



Individual Award