

WYPCC – Briefing / Decision template

From: Income Development

Telephone: 22956

E-mail: incomedevelopment@westyorkshire.pnn.police.uk

Date: 28/01/2013

Circulation list: PCC Mark Burns Williamson, Jeff Bridgeman, CI Hector Mackay, Judith Healey

Timing:	URGENT
Purpose:	DECISION ON EXCEL SPONSORSHIP
Cleared by:	CI Hector Mackay

SUBJECT OF ADVICE Decision required regarding the sponsorship of Excel Awards 2013 Event.

Summary: This paper outlines the sponsorship arrangement that are being pursued in respect of the 2013 Excel Awards Event and seeks the PCC's approval to accept that pledges already made and to pursue additional sponsorship.

Recommendation: That the Commissioner:

- 1) Approve the sponsorship pledges already obtained and use of the balance from 2012;
- 2) Agree that the force continue to seek sponsorship to meet the full cost of the event.

Consideration:

The Excel Awards is an annual celebratory event that represents the end of the Forces yearly Reward and Recognition scheme that commends officers and staff for going above and beyond in delivering services to the public and our partners.

Historically the event has been fully funded by sponsorship, ensuring that no cost falls to the public purse. The cost of the event in the past four years is: £48,000 (08/09), £47,750 (09/10), £33,525 (10/11) and £32,675 (11/12)

Work to secure sponsors started early and the following commitments have been made

Kings Security Systems £3,625 (inc an additional table of 10)

PMAS £2,750

G4S £3,000

Abbey Insurance £3,000

In addition it is intended that the surplus sponsorship from the 2012 Excel Awards of £6,000 be utilised.

Total funding to date: **£18,375**

Although the event for 2013 has been toned down from previous years, to recognise the current financial constraints that many companies find themselves it further sponsorship is required to meet the total cost of the event which is estimated will cost £28,000

The following companies already approached to provide sponsorship and have not yet responded:

Blue Star
Cable and Wireless
O2
Risk Management Partners.

The following two organisations were approached have declined to provide any sponsorship:

University of Huddersfield
Airwave

It is proposed that the following 10 companies/organisations now be approached in addition to the ones above to secure the remaining sponsorship:

Affordability: There is no central marketing budget for the Excel Awards. The event is purely funded through sponsorship and in kind donations. There is still a £10,000 funding gap to run the 2012/13 event.

Supporting and dissenting Views: The sponsorship packages are created inline with Corporate Comms and have been made to include benefits that only Excel can offer. Bespoke packages can be developed to suit the sponsor if required.