

Report to:	Development Committee
Subject:	Women in Business Awards
Date:	18 September 2012
Reporting Officer:	John McGrillen Director of Development ext 3470
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1	Relevant Background Information
1.1	The 2012 Women in Business NI Awards take place on 22 November 2012. Now in their second year, the Awards recognise and celebrate the achievements of women in business across a range of categories.
1.2	Last year's awards attracted over 100 entries and the event itself drew more than 350 participants. It was supported by a range of public and private sector partners including Deloitte, Enterprise NI, British Midland, Moy Park and Invest NI.

2	Key Issues
2.1	An opportunity has been presented to sponsor the "Best Small Business" category at the awards. This award recognises an outstanding small business which demonstrates a high level of service, is profitable and shows innovation. This business may be a sole trader, a partnership, a social enterprise or a small private sector company, with a maximum of 20 employees.
2.2	The cost for sponsorship of this category is £2,000. Sponsorship benefits include: <ul style="list-style-type: none"> • Presentation of logo on all event material • PR and publicity opportunities pre and post-event • Advert in event programme • Presentation of award on the evening (400 attendees expected) • A number of places at the event.
2.3	Other sponsors already secured for the event include Invest NI, JC Decaux, Vodafone, the Equality Commission and Isaac Agnew.

2.4	Last year's event secured significant media coverage with a total equivalent advertising value of £38,000. The Irish News has been confirmed as the media partner for the event and will feature regular coverage in the months running up to and after the event. Sponsors will be heavily featured as part of this coverage.
2.5	Engagement with the small business category aligns with the Council's commitment to encouraging small business growth in the city; rewarding excellence and promoting positive role models to encourage more would-be entrepreneurs. There will be an opportunity to use the winning business in future Council promotional events and activities.

3	Resource Implications
3.1	The category sponsorship cost is £2,000.

4	Equality and Good Relations Considerations
4.1	These events are intended to acknowledge, celebrate and reward the achievements of women in business.

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> • Note the opportunity to sponsor the "best small business" category at the second annual Women in Business awards on 22 November 2012 • Approve the financial allocation of £2,000 towards the sponsorship costs.

6	Decision Tracking
No specific decision tracking required.	