



SPONSORSHIP BROCHURE 2025

Central & East Regional Final
West of Scotland Regional Final
National Final



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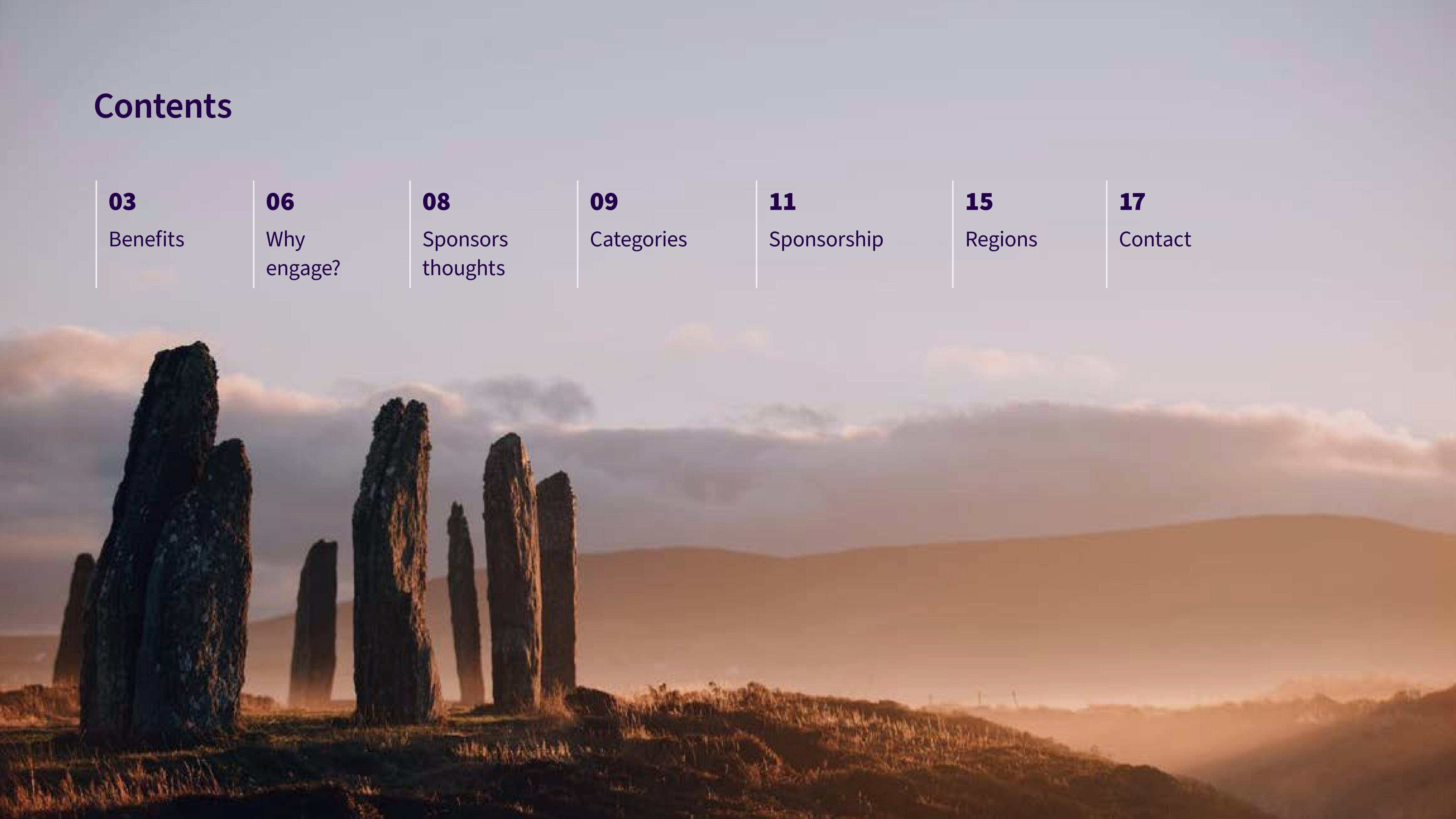
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Invitation from Barbara Smith

Chair, Scottish Thistle Awards Industry Panel & VisitScotland Board Member

Tourism and events is one of Scotland's most important industries. It is a force for good, creating jobs, sustaining communities, attracting investment, and enhancing the wellbeing of residents and visitors alike

The Scottish Thistle Awards provide a unique platform to celebrate the outstanding businesses and people that drive this vital industry.

As the new Chair of the Industry Panel, it is my pleasure to invite you to join us in supporting the 2025 awards.

Since its creation, the Scottish Thistle Awards have championed excellence, innovation, sustainable practices, and collaboration. They honour the people whose dedication has made Scotland a must-visit, must-return destination.

Sponsoring the awards is an unparalleled opportunity to align your brand with the very best, showcasing your commitment to Scotland's tourism and events sector.

In line with the ambitions set out in the national tourism strategy, Outlook 2030, responsible tourism is at the heart of the Scottish Thistle Awards. Our vision is for Scotland to be one of the most economically, environmentally and socially sustainable destinations in the world.

Delivered by VisitScotland, the awards are supported by a voluntary Industry Panel, regional delivery partners and a distinguished panel of judges. Their expertise and passion have helped ensure the awards continued success and renowned reputation.

We would be delighted to welcome your support as a sponsor of this celebration of Scotland's tourism and events sector. Join us in championing the businesses and people who make Scotland a leading place to visit, live, work, and do business.

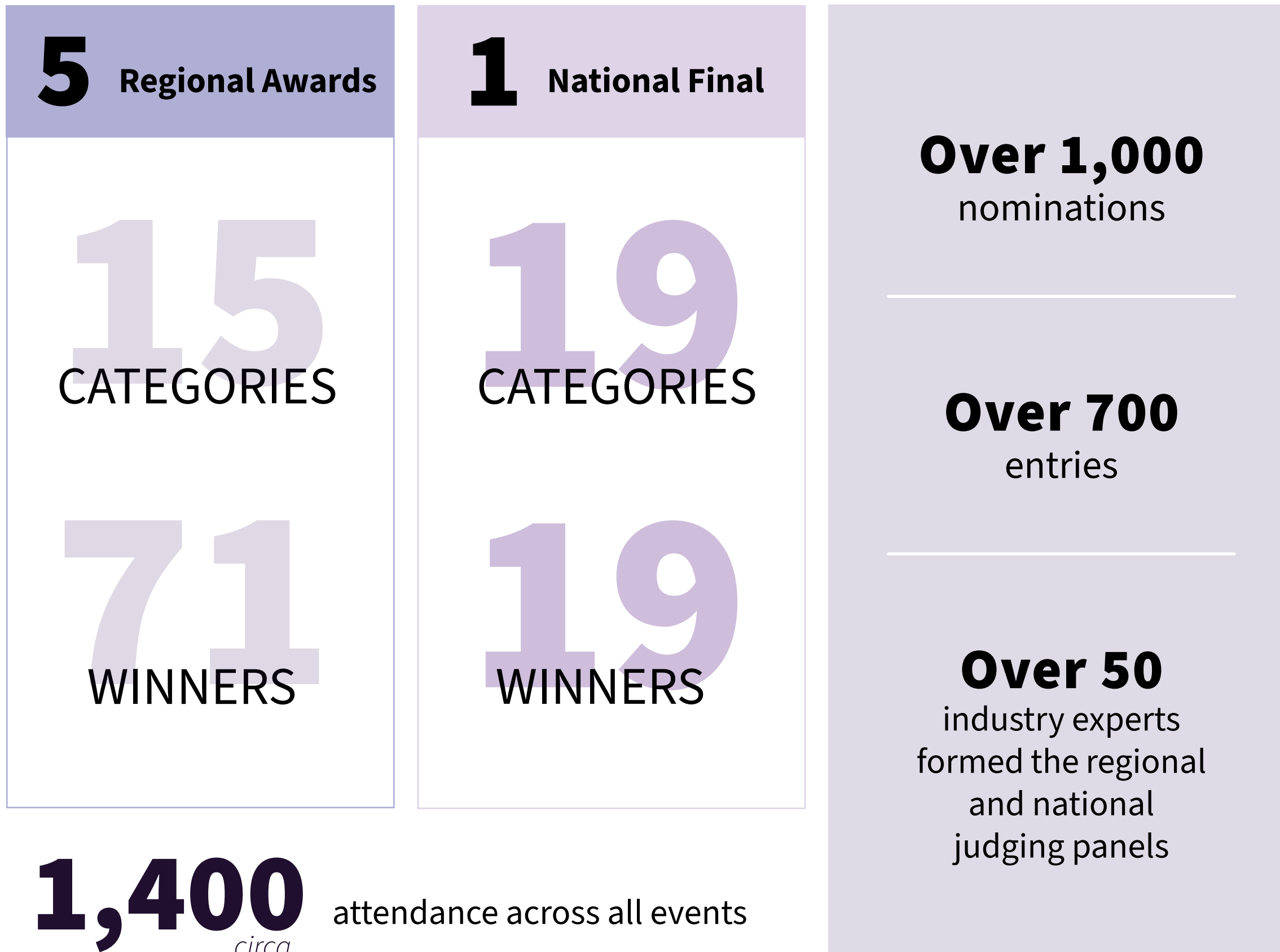




Benefits

Scottish Thistle Awards achievements in 2024

Industry engagement



Promotional impact



Scottish Thistle Awards achievements in 2024

Media Partnership | News Scotland*

**Reached
663,000**
adults across
Scotland

**On average, the
campaign
was seen
4.4 times**

10X online
articles across the
Scottish Sun and
Times Scotland

**Advertisements
featured
throughout the
year, across
different titles**



Television Advertising Partnership | STV**



**a 10-day
airtime campaign**

**1.7 million
people watching the
activity at least once**

**On average, people who
viewed the activity saw it
9 times**

* media partnership confirmed for 2025 with News Scotland

** STV advertising for 2025 is in negotiation at time of publication





Why engage?



Why engage in the tourism industry?

Tourism is one of Scotland's most important sectors.

In 2023, it was worth an estimated **£10.8bn** to the Scottish economy.

1 in 11 jobs jobs and businesses are in tourism in Scotland (2023).

This equates to **229,000** jobs and **15,800** businesses

FISHERS

A K·BRO Company

At Fishers, we want to support the fantastic Scottish hospitality sector to whom we provide dependable laundry every day of the week. The Thistle Awards highlight the excellence that we've come to expect from our tourism industry and we can think of no better way to celebrate the very best that Scotland has to offer the world than the Thistles.

Scott Inglis FCCA

Commercial Director, Fishers Services Ltd

Sponsor of the Thistle Awards since 2014

HR & HOSPITALITY EMPLOYER OF THE YEAR

Camera Obscura & World of Illusions Edinburgh



Categories

With 18 categories available for sponsorship at both regional and national level, this is your opportunity to align your business with the best in Scottish tourism.

Regional categories that progress to National Final:

All categories available for sponsorship at both regional and national level

- | | |
|---|--|
| 01. Best Bar or Pub | 09. Climate Action Award |
| 02. Best B&B or Guest House Experience | 10. Inclusion Award |
| 03. Best Eating Experience | 11. Innovation Award |
| 04. Best Hotel Experience | 12. Outstanding Cultural Event or Festival |
| 05. Best Outdoor or Adventure Experience | 13. Employer of the Year |
| 06. Best Self-Catering or Unique Stay | 14. Individual of the Year |
| 07. Best Visitor Attraction | 15. Rising Star Award |
| 08. Best Community Tourism & Events Award | |

National-only categories:

- 16. Best Business Event
- 17. Outstanding Sporting Event
- 18. Best Luxury Experience





Sponsorship



National Award Headline Sponsorship: Price available upon request

As a national award headline sponsor you will receive the following:

- Exclusive use of the status Headline Sponsor for the national programme and national final.
- Joint logo with Thistles on all promotional material relating to your region.
- The joint logo will appear on all pages of the 8 page pull out dedicated to the Scottish Thistle Awards, in the Times, Sunday Times or Alba – tbc which.
- The joint logo will appear in a Thank You advert to sponsors in a News Scotland publication (either in the Times, Sunday Times or Alba – tbc which) throughout the year.
- Table of ten at the national final ceremony.
- Opportunity to show video or give a short speech.
- Opportunity to provide on table give aways.
- Opportunity to run your own branded competition on the night.
- Full page advert in online programme.
- We have a collaborative approach where we will work with you to seek opportunities throughout the year to maximise your alignment with the awards.



National Award Category Sponsorship: £7,350 + VAT

As a national award category sponsor you will receive the following:

- Logo included in all comms and marketing relating to national programme and national final.
- Your name and/or logo will appear in a Thank You advert space to sponsors in a News Scotland publication (either in the Times, Sunday Times or Alba – tbc which).
- Your brand acknowledged online and at the National Awards Ceremony.
- Your representative to present the award for your category at the National Final.
- 4 tickets to attend the National Final including a welcome drinks reception, 3 course gala dinner and awards ceremony.
- We have a collaborative approach where we will work with you to seek opportunities throughout the year to maximise your alignment with the awards.

Please note the above activity relates to the national programme only, region specific activity around individual regional events will be associated with the relevant regional sponsor.

Regional Award Headline Sponsorship: £7,350 + VAT per region

Central & East / West of Scotland Regions available*

You will receive the following coverage for your chosen regional event:

- Exclusive use of the status Headline Sponsor for your chosen region.
- Joined logo with Thistles on all promotional material relating to your region.
- Table of ten at your regional award ceremony.
- Opportunity to show video or give a short speech.
- Opportunity to provide on table give aways.
- Opportunity to run your own branded competition on the night.
- Full page advert in online programme.

* If interested in Aberdeen City & Shire, Highland and Island or South of Scotland, we can put you in contact with the organisers direct to discuss.

Please note the above activity relates to the individual regional events. Any communication that covers all regions and National Final will be associated with the National Final sponsors.





Regional Award Category Sponsorship: £3,150 + VAT per region

Central & East / West of Scotland available*

The regional Scottish Thistle awards represent a unique opportunity to engage with leading lights in the local tourism industry. You will receive the following coverage for your chosen regional event**.

- Logo included in all comms and marketing relating to your chosen region.
- Logo included in all comms and marketing relating to your chosen region.
- Brand acknowledgement online, and at your chosen regional awards ceremony.
- Your representative to present the award at your chosen regional event.
- 4 tickets to attend your regional event including a welcome drinks reception, 3 course gala dinner and awards ceremony.
- We have a collaborative approach where we will work with you to seek opportunities throughout the year to maximise your alignment with the awards.

* If interested in other regions, we can put you in contact with the organisers direct to discuss.

Please note the above activity relates to the individual regional events. Any communications that covers all regions and national final will be associated with the national final sponsors



Regions

Highlands & Islands*

- Argyll & Bute (excluding G postcode areas)
- Comhairle nan Eilean Siar
- Highland
- Moray
- Orkney
- Shetland

West of Scotland

- Argyll & Bute (G postcodes only)
- Glasgow City
- Renfrewshire
- East Renfrewshire
- Inverclyde
- North Lanarkshire
- South Lanarkshire
- East Ayrshire
- North Ayrshire
- South Ayrshire
- East Dunbartonshire
- West Dunbartonshire

Aberdeen City & Shire*

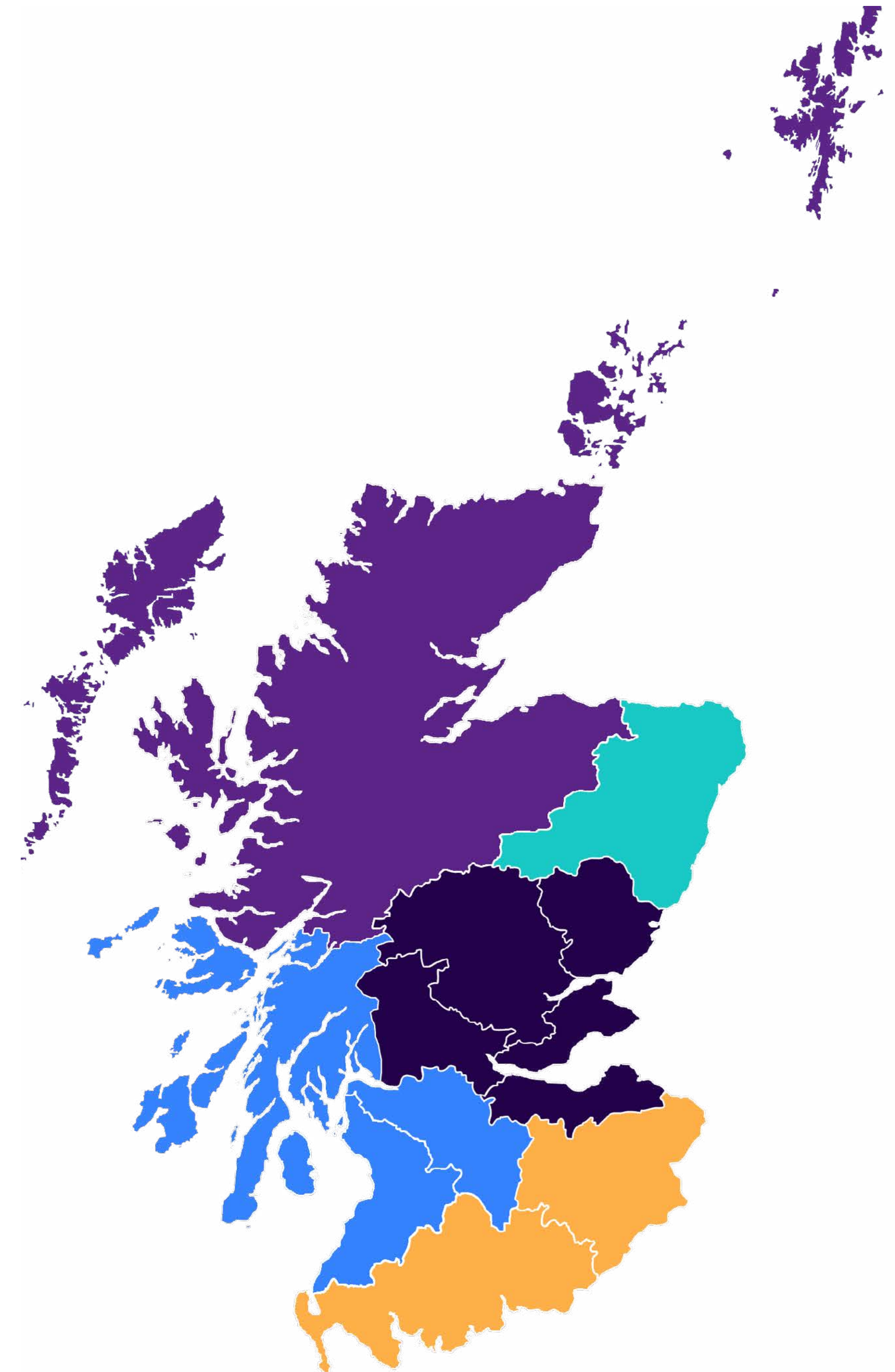
- Aberdeenshire
- Aberdeen City

Central & East

- Angus
- Clackmannanshire
- Dundee City
- Falkirk
- Fife
- Perth & Kinross
- Stirling
- East Lothian
- Midlothian
- West Lothian
- Edinburgh City

South of Scotland*

- Dumfries & Galloway
- Scottish Borders



* If interested in Highland and Islands, Aberdeen City & Shire, or South of Scotland, we can put you in contact with the organisers direct to discuss.

Contact Details

If you would like to discuss any of the opportunities further, please contact Jenny McMahon, Senior Event Manager at VisitScotland at:

Jenny.McMahon@visitscotland.com