



variety
the children's charity™

the PROPS

The North West Property Awards

THURSDAY 30TH NOVEMBER 2023

HILTON HOTEL DEANSGATE



network
space



LANDMARK
GROUP

Est. 2000



KROLL

INTRODUCING

The North West PROPS Awards 2023



Variety's London PROPS Awards

The London PROPS Awards now in its 31st year, is the UK's longest-standing property awards lunch.

Since 1992 the Awards have generated over £10 million for Variety and provided support for countless disabled children across the UK.

The PROPS recognises individuals and companies in the property industry who have excelled.

The PROPS Awards span a wide range of categories, from Deal of the Year to Property Lender, Development of the Year and Entrepreneur Award.

Previous winners include Trevor Hemmings, Gerald Ronson CBE Heron Developments, Tony Pidgley CBE Berkeley Group Holdings, Sir John Beckwith CBE London and Edinburgh Trust, Sir John Ritblat The [British Land](#) Company, David Lockhart, Sir Stuart Lipton Stanhope, and Nick Leslau Prestbury Investment Holdings.

The PROPS
2023



THURSDAY 30TH NOVEMBER 2023
THE HILTON HOTEL DEANSGATE

RECEPTION: 6:30PM
DINNER: 7:30PM

The North West PROPS Awards

The Inaugural NW PROPS Awards will be making its debut in Manchester. We hope you will join us to celebrate the outstanding achievements of the property industry in the North West, whilst raising vital funds for sick, disabled and disadvantaged children and young people in the region.

The Variety North West PROPS Awards will span a wide range of categories, including Rising Star Award, Funder Award, and Agent Award. The Variety North West PROPS will also include unique awards such as the Property for Purpose Award, which aims to showcase a project which is charity based in nature and is beneficial to its stakeholders.



SPONSORSHIP OPPORTUNITIES

Exclusive Headline Partner £10,000



- **The event, marketing and publicity materials co-branded with your brand name in 'headline' prime position i.e. 'IN PARTNERSHIP WITH....'**
- **Two tables at The PROPS Awards in a prominent position**
- **Sponsorship and presentation of one key award category to the winners with your company name on the award**
- Dedicated 'partnership announcement' in our email campaigns outlining your involvement to our database and social media announcement on our channels
- Comment from you included in the press release
- Highly visible branding on the event webpage including your logo at the top and a link to your website
- Your logo on the screen in the main ball room
- Photo opportunities with distinguished guests and host
- Your company will be featured on Business Desk, our media partner, to promote you as the headline sponsor
- Partnership highlighted in all press releases by the PROPS
- Your company branding will remain on the Variety website and on all marketing materials associated with that year's winners
- Branding throughout all event materials, including AV screen carousel, commemorative Brochure, social media and press releases.
- Opportunity to provide a full-page advert in the commemorative PROPS



SPONSORSHIP OPPORTUNITIES

Drinks Reception Sponsor

£6,000

- **A table at The PROPS Awards in a prominent position**
- **You will have the opportunity to distribute your company's promotional material within the drinks reception with over 450 people. This can include any pop up stands, business cards, and flyers.**
- **Sponsorship and presentation of one key award category to the winners with your company name on the award**
- Branding on AV screen carousel at the event
- Your company will be featured on Business Desk, our media partner, to promote your company.
- Branding throughout all event materials, including AV screen carousel, commemorative Brochure, social media and press releases.
- Your company branding will remain on the Variety website and on all marketing materials associated with that year's winners
- Opportunity to provide a full-page advert in the commemorative PROPS



Awards Sponsor

£4,000

- A table at The PROPS Awards in a prominent position
- Sponsorship and presentation of one key award category to the winners with your company name on the award
- Photo opportunities with your sponsored award winner and host
- Branding on AV screen carousel at the event
- Branding throughout all event materials, including AV screen carousel, commemorative Brochure, social media and press releases
- Your company branding will remain on the Variety website and on all marketing materials associated with that year's winners
- Opportunity to provide a full-page advert in the commemorative PROPS



SPONSORSHIP OPPORTUNITIES

NW PROPS Awards 2023

Table Sponsor £3,500

- A table of 10 at The PROPS Awards in a prominent position
- The opportunity to put your logo and branding on the every table number in the room
- Full page advert in the commemorative PROPS brochure
- Branding throughout all event materials, including AV screen carousel, commemorative Brochure, social media and press releases

Brochure Sponsor £3,000

- A table of 10 at The PROPS Awards in a prominent position
- Full page advert on the back page of the commemorative PROPS brochure
- Branding throughout all event materials, including AV screen carousel, commemorative Brochure, social media and press releases



Table of Ten £1,750

Full Page Advert £500



The PROPS
2023

 **variety**
the children's charity

VARIETY, THE CHILDREN'S CHARITY • REGISTERED IN ENGLAND AND WALES (2092589) AND SCOTLAND (SC038505)

ABOUT VARIETY

How Variety Helps Children

Every child deserves a chance. We provide practical help that makes an immediate difference to disabled and disadvantaged children and young people.



WHEELCHAIRS

In 2022, we provided 51 wheelchairs and accessories.

Having the right wheelchair can make all the difference when it comes to being more independent, improving medical outcomes and boosting confidence.

In 2022, Variety provided grants for:

- 17 Sports wheelchairs
- 9 Powered wheelchairs
- 6 All Terrain wheelchairs
- 18 Manual wheelchairs
- 1 Standing wheelchair



SUNSHINE COACHES

The Sunshine Coach Programme was created in 1962 to provide specially adapted, accessible transport for children and young people who have additional needs or are growing up in economically deprived areas.

In 2021 we delivered our 5735th Sunshine Coach, making it possible for children to get out and about so that they can learn practical life skills and enjoy trips out to places they otherwise couldn't get to.



EQUIPMENT GRANTS

Through our Equipment Grants Programme, we have helped more than 1,400 families and organisations across the country.

Our equipment grants include funding for sports, sensory and play equipment. We also fund hoists and orthopaedic furniture for children at home.

In 2021, we supplied 107 equipment grants.



VARIETY GREAT DAYS OUT

For disadvantaged children, a day out can become a cherished memory. Each year we take thousands of children to all sorts of venues.

In 2021, Variety partnered with 84 schools, youth and community organisations to take 10,533 children on a Variety Great Day Out.

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