

## PUT YOUR NAME TO THE BEST OF SUSSEX – CPRE SUSSEX COUNTRYSIDE AWARDS 2020

The Campaign to Protect Rural England (Sussex) is now looking for sponsors for its prestigious Countryside Awards 2020. Put your name to one of our Award Categories in a unique partnership which would benefit all those involved. Details of our Award Categories are attached to this sponsor pack as Appendix 1.

The Awards receive extensive publicity - celebrating and promoting the importance of rural Sussex today. As a sponsor your logo would appear on all materials relating to the Awards and your involvement would also feature in all related press releases and media packages.

### ABOUT OUR AWARDS

Our Awards aim to recognise the many excellent initiatives, enterprises and projects which enrich the Sussex countryside and its local communities. They attract a wide range of entrants and generate considerable regional and local press and media coverage.

The 2020 Awards will take place at the iconic De La Warr Pavilion in Bexhill on Sea in early October – making a spectacular setting for our Awards ceremony. We are thrilled that Lady Egremont will again be chairing our judging panel.

### HOW YOU WILL BENEFIT

There are many benefits of sponsorship.

- Your business name and logo will appear on all materials relating to the Awards – including our website, the Awards programme and in our Sussex Review magazine. The Sussex Review is distributed twice a year to our extensive Sussex membership together with Sussex MPs and many public and community buildings.
- Sponsor details will be listed on a dedicated section of the CPRE Sussex website <http://www.cpresussex.org.uk/awards>.
- Our Countryside Awards attract significant press and media coverage and as a sponsor you will benefit from this. Attached as Appendix 2 to this Sponsor Pack is a list of the titles in which we benefited from press coverage for the previous 2017 awards.
- We will be launching a specific campaign to introduce our new Award category – the Peter Brandon People’s Choice Award (for more details see the enclosed information regarding Award categories). This will enable us to reach a much greater audience via social media promotion.
- The Awards themselves provide an opportunity to network with other prominent businesses and high-profile individuals from Sussex.

- Positive publicity and increased support from customers and others through your support of the local community and Sussex generally.

As noted above, your name and logo would appear in all materials relating to the Awards. This will include the call for entries, promotional items, invitations and the Awards programme. In addition, at the Awards evening you will be able to display company banners and have a display stand. We will also be providing goody bags to those who attend the Awards. These bags will feature the name and logos of all our sponsors and will contain your promotional information, together with information about our finalist's organisations and projects.

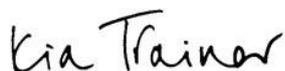
### SPONSORSHIP PACKAGE

We have two categories of sponsorship available:

- **Individual Award Sponsorship:** we are looking for companies or organisations to sponsor one of the Awards listed in the attached Awards Category list for a contribution of £1,000 with all the benefits as listed above; or
- **Headline Sponsorship for the entire Awards:** we are seeking a single headline sponsor in return for a contribution of £2,000. Our Headline sponsor will act as the sponsor for one of the Award categories but will also make one of the opening speeches at the ceremony and their name and logo will appear more prominently on all marketing materials.

We would be very happy to come and talk to you about your role as a sponsor in more detail if that would be of interest. As a small charity, we are dependent on donations and sponsorship to continue our work. Please do consider acting as a sponsor to help us to recognise the important contributions of those protecting and enhancing our Sussex countryside. Finally, if you are not in a position to act as a sponsor but would like to support us in other ways, please do get in touch as we would welcome the opportunity to visit you and discuss other possibilities.

Yours sincerely,



**Kia Trainor, Director**

## APPENDIX 1

### Categories available for sponsorship:

Awards are made for the following categories:

- ***Rural Enterprise***

This Award is to recognise businesses that are making outstanding contributions to rural communities. We are looking for social enterprises or commercial, community-run and not for profit organisations which are providing opportunities for local employment, local cultural and recreational activities, food and farming (including village shops and pubs) or environmental improvement.

- ***Environmental Education***

This category is open to all Sussex schools and colleges. We are looking for inspiring projects that contribute to the protection, conservation or improvement of the environment. This may be through practical conservation work, energy saving or waste reduction, recycling, sustainable transport schemes or self-sufficiency. We are especially interested in any original ideas for the protection or enhancement of the environment.

- ***New Sussex Landscapes***

Projects enhancing the beauty of the landscape or contributing to a net increase in biodiversity are what we are looking for in this category. We would like to see examples of innovative use of natural resources and habitat management, conservation and restoration. Examples of farms or types of land management encouraging wildlife would be welcomed.

- ***Making Places Design***

This Award is open to all sustainable construction projects completed since 2010, whether new, building restoration, or conservation projects. We are looking for good design which is sympathetic to its locality and topography, which is resource efficient and has a positive effect on biodiversity. We would be particularly keen to see projects where the local community has been involved in the design process.

- ***The Peter Brandon People's Choice Award***

We are very excited to be introducing a new element to our Awards programme. Given in memory of our past president Dr Peter Brandon, this Award will be given to a project selected from those shortlisted for each of the above categories. The public will be invited to vote for the project they would like most to win, with the winner determined by the project receiving the most votes.

As part of sponsoring an Award you will be given the opportunity to provide a judge for that category. We would be pleased to discuss this in more detail with you if you would like to act as one of our sponsors.

## APPENDIX 2

Examples of publications in which advertising was placed or editorial included for the previous 2017 CPRE Sussex Countryside Awards publicising the event in advance. We anticipate a similar list for advertising and editorial for the 2020 Awards.

1. **RIBA South East** - wards leaflet and web link
2. **ABC Family Magazine** - Ad & editorial
3. **Sussex Life Magazine** - Ad only
4. **Sussex Magazines – Brighton & Hove directories** - Editorial Only
5. **South East Farmer Magazine** - Ad & Editorial
6. **Pegasus Magazine** - Ad & Editorial
7. **National Farmers Union** - Editorial only
8. **South East Business Magazine** - Ad & Editorial
9. **West Sussex Gazette** - Press Release
10. **Federation Of Master Builders** - Awards Leaflet and link
11. **National Federation of Builders** - Awards Leaflet and link
12. **Sussex WLT, Friends of the Earth, Ramblers, RSPB, Landscape Institute** - Promotion through social media

Examples of 2017 media coverage of the Awards ceremony (opening paragraph shown below only. Further details of entire articles available on request)

### 1. Peacehaven project wins top award

*Sussex Express (Main), 20/10/2017, p.8, Unattributed*

Lewes District Council is celebrating a regional award win for a project in Peacehaven. The Big Parks Project won the 'Making Places Design Award' in the Campaign to Protect Rural England Sussex Countryside Awards at a ceremony at Petworth House. The project was launched in 2015 and delivered sports facilities, a cafe, playground, skate park, orchard.....

## **2. Victorious at countryside awards**

*Rye Observer (Main), 20/10/2017, p.6, Richard Gladstone*

ingenious and innovative projects to receive recognition at the awards ceremony last Wednesday (October 11) at Petworth House. The event was organised by CPRE Sussex, the Sussex branch of the Campaign to Protect Rural England and all awards were presented by Lady Egremont. Dr Barry Yates, from Rye Harbour Nature Reserve, said he was 'delighted' to receive an award on.....

## **3. Countryside heroes receive gongs for their dedication to county**

*Eastbourne Herald (Main), 20/10/2017, p.43, Unattributed*

The heroes of the Sussex countryside have been honoured in a special ceremony held in the county. CPRE Sussex - the Sussex branch of the Campaign to Protect Rural England, held the Sussex Countryside Awards 2017 at Petworth House on Wednesday, October 11, with people such as chocolatiers, brewers, farmers and developers winning on the.....

## **4. Countryside champions honoured at awards ceremony News**

*Spalding Guardian (Web), 20/10/2017, Unattributed*

Petworth House on Wednesday, October 11, celebrated a wide variety of Sussex based projects. Kia Trainor is the director of award organisers CPRE Sussex, which is the local branch of the Campaign to Protect Rural England. She said: "This year's awards were a fantastic celebration of the hugely diverse and exciting projects happening right here in Sussex to protect, conserve and improve.....

## **5. Another busy week**

*Shoreham Herald (Littlehampton) (Main), 19/10/2017, p.34, Billy Blanchard-Cooper*

which, in the public question time, we were made aware by Terry Ellis, of the Littlehampton Civic Society, that their group had won the New Sussex Landscapes award at the CPRE Sussex Countryside Awards 2017, for their innovative Rain Garden project at Maltravers Road, Littlehampton. I would like to extend my congratulations and thanks to them and all that were .....

## **6. Innovative garden wins countryside award**

*Shoreham Herald (Littlehampton) (Main), 19/10/2017, p.24, Unattributed*

Littlehampton Rain Garden, an innovative scheme to alleviate flooding, has been celebrated at the CPRE Sussex Countryside Awards 2017. The project, in Maltravers Road, won a New Sussex Landscapes award for landscape enhancement, increasing biodiversity and design excellence. Lady Caroline Egremont presented the winners' .....

## **7. Inspirational' chocolate business is commended**

*Observer Series (Midhurst) (Main), 19/10/2017, p.10, Unattributed*

Jenny Moulard [midhurst@jpress.co.uk](mailto:midhurst@jpress.co.uk) 07801195419 Petworth House has played host to inspirational community champions at the Sussex Countryside Awards. Organised by CPRE Sussex - the Sussex branch of the Campaign to Protect Rural England - the awards celebrated projects working to protect, conserve and improve the Sussex countryside. "It is exactly the sort

of thing we want to support,"

.....

#### **8. Countryside champions honoured at awards ceremony**

*Midhurst and Petworth Observer (Web), 19/10/2017, Unattributed*

Petworth House on Wednesday, October 11, celebrated a wide variety of Sussex based projects. Kia Trainor is the director of award organisers CPRE Sussex, which is the local branch of the Campaign to Protect Rural England. She said: "This year's awards were a fantastic celebration of the hugely diverse and exciting projects happening right here in Sussex to protect, conserve and improve .....

#### **9. Countryside champions honoured at awards ceremony**

*Shoreham Today (Web), 19/10/2017, Unattributed*

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#### **10. Countryside champions honoured at awards ceremony**

*Worthing Today (Web), 19/10/2017, Unattributed*

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#### **11. Countryside champions honoured at awards ceremony**

*Bognor Regis Observer (Web), 19/10/2017, Unattributed*

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#### **12. Rye and Brede shine at awards**

*Rye and Battle Observer (Web), 19/10/2017, Unattributed*

inspiring, ingenious and innovative projects to receive recognition at the awards ceremony last Wednesday (October 11) at Petworth House. The event was organised by CPRE Sussex, the Sussex branch of the Campaign to Protect Rural England and all awards were presented by Lady Egremont. Dr Barry Yates, from Rye Harbour Nature Reserve, said he was 'delighted' to receive an award on behalf .....

#### **13. Countryside champions honoured at awards ceremony**

*West Sussex Today (Web), 19/10/2017, Unattributed*

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#### **14. Countryside champions honoured at awards ceremony**

*Littlehampton Gazette (Web) (Web), 19/10/2017, Unattributed*

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#### **15. Countryside champions honoured at awards ceremony**

*Chichester Observer (Web) , 19/10/2017, Unattributed*

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#### **16. Countryside champions honoured at awards ceremony**

*Ballymoney Times (Web), 20/10/2017, Unattributed*

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#### **17. MAYOR'S MOMENT: Another busy week**

*Littlehampton Gazette (Web) (Web), 19/10/2017, Unattributed*

which, in the public question time, we were made aware by Terry Ellis, of the Littlehampton Civic Society, that their group had won the New Sussex Landscapes award at the CPRE Sussex Countryside Awards 2017, for their innovative Rain Garden project at Maltravers Road, Littlehampton. I would like to extend my congratulations and thanks to them and all that .....

#### **18. Park overhaul scoops design prize**

*The Argus (Main), 19/10/2017, p.24, Unattributed*

A POPULAR playground has been recognised with a prize. The Big Parks Project in Peacehaven won the Making Places Design Award in the Campaign to Protect Rural England Sussex Countryside Awards at a ceremony held at Petworth House. The project was launched in 2015 and delivered sports facilities, a café, playground, skatepark, orchard .....

#### **19. Mike's Easebourne chocolate business is an award winner**

*Midhurst and Petworth Observer (Web), 17/10/2017, Unattributed*

Tuesday 17 October 2017 Petworth House has played host to inspirational community

champions at the Sussex Countryside Awards. Organised by CPRE Sussex – the Sussex branch of the Campaign to Protect Rural England, the awards celebrated projects working to protect, conserve and improve the Sussex countryside. "It is exactly the sort of thing we want to support," .....

#### **20. Rain Garden wins landscape award**

*Littlehampton Gazette (Web) (Web), 17/10/2017, Unattributed*

Rain Garden wins landscape award : Littlehampton Rain Garden, an innovative scheme to alleviate flooding, has been celebrated at the CPRE Sussex Countryside Awards 2017. The project, in Maltravers Road, won a New Sussex Landscapes award for recognising landscape enhancement, increasing biodiversity and design excellence in sustainable construction projects.....

#### **21. Rain Garden wins landscape award**

*West Sussex Today (Web), 17/10/2017, Unattributed*

Rain Garden wins landscape award : Lady Caroline Egremont presents the CPRE Sussex Countryside Awards' New Sussex Landscapes plaque to Angela Tester, Danny Surridge and Terry Ellis Littlehampton Rain Garden, an innovative scheme to alleviate flooding, has been celebrated .....

#### **22. Peacehaven Big Parks Project scoops regional honour**

*Brighton & Hove Argus (Web), 18/10/2017, Unattributed*

regional honour : LEWES District Council is celebrating a regional award win for a project in Peacehaven. The Big Parks Project won the Making Places Design Award in the Campaign to Protect Rural England Sussex Countryside Awards at a ceremony held at Petworth House. The project was launched in 2015 and delivered sports facilities, a café, playground, skate .....

#### **23. 'Heroes of the Sussex countryside' honoured at awards ceremony**

*West Sussex Gazette (Horsham) (Main), 25/10/2017, p.12, Unattributed*

from the University of Brighton; CPRE Sussex member Margaret Moore; Dr Geoffrey Mead from the University of Sussex and Sir Charlie Burrell of Knepp Estate. October 11 saw the winners of the Campaign to Protect Rural England Sussex receive their prestigious Sussex countryside awards in the historic surroundings of age-old sculptures and priceless works of art in the Grand Hall of Petworth .....

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## **26. 'Heroes of the Sussex countryside' honoured at awards ceremony**

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## **27. Bridge Cottage wins award recognising 'high standard' of restoration**

*Uckfield News (Web), 26/10/2017, Unattributed*  
was presented to chairman Mick Harker at a ceremony hosted earlier this month by Lord and Lady Egremont at Petworth House. The Making Places Design award came from the Campaign to Protect Rural England. It was open to all sustainable construction projects completed in Sussex since 2010, whether new, building restoration, or conservation projects. Resource efficient The.....

## **28. Uckfield's 'Bridge' between town's past and its future**

*Sussex Express (Uckfield) (Main), 27/10/2017, p.5, Susan King*  
of Uckfield's long history of settlement' is how rural awards judges describe Bridge Cottage. The project received a full award and plaque in the Making Places Design section of the CPRE 2017 Countryside Awards. Mick Harker, chairman of the Bridge Cottage Committee, attended a presentation at Petworth House on October 11 to receive the award from Lady Egremont, chair of .....

## **29. HELLINGLY & HORSEBRIDGE**

*Sussex Express (Hailsham) (Main), 27/10/2017, p.35, Unattributed*  
done in one go. A magical way to start the Christmas period. Entry is adult £7, senior £6, student £6, child £4, disabled £4. BLUEBELL AWARDS: John McCutchan reports: The Campaign to Protect Rural England (CPRE) every three years run a Countryside Award Competition, so this year we entered then found we were one of the finalists, then asked to .....

## **30. Blooming good - the iconic Bluebell Walk wins award**

*Sussex Express (Main), 27/10/2017, p.15, Unattributed*  
Express Reporter [sussex.express@jpress.co.uk](mailto:sussex.express@jpress.co.uk) 01323414482 Inspiring, ingenious and innovative projects have been celebrated at the Sussex Countryside Awards 2017. Organised by CPRE Sussex, the Sussex branch of the Campaign to Protect Rural England, the awards were

held at Petworth House. They saw countryside heroes from across the county celebrated with everything from chocolatiers and brewers to farmers and .....

### 31. Countryside heroes

*Etc Magazine (Sussex) (Main), 01/11/2017, p.130, Unattributed*

Awards were held last month and here etc looks back on a successful night The heroes of the Sussex countryside have been honoured in a special ceremony held in the county CPRE Sussex - the Sussex branch of the Campaign to Protect England, held the Sussex Countryside Awards 2017 at Petworth House on Wednesday, October 11, with people such as .....



The judging panel from the 2017 Countryside Awards chaired by Lady Egremont, pictured at Petworth House.