

Sponsorship Benefits at a glance

Advertising opportunities in the Colbea Business Start Up Guide

PR opportunities through participation in Sponsors' Weeks and use of Colbea facilities

Opportunity for publicity among new business start ups in the local area

Opportunity of referrals of new and growing businesses

Networking opportunities at Colbea events

Inclusion in Colbea website

Tax benefits

Assistance should your business need to restructure or downsize

Enhancement of your reputation through support of the local business community

A positive way to demonstrate social or corporate responsibility

About Colbea how to get in touch

During the year Colbea provides hundreds of services to businesses in Essex. These included advice to pre-start and start-up businesses, advice to existing businesses, and training in key business skills for all levels of business.

In addition, 35 office units are provided at the Colchester Business Centre. These offer 'easy in, easy out' terms and the benefit of a full business incubation service. An optional 'virtual office' completes the service, providing a true centre of excellence for new and small businesses.

For further information about sponsorship, please contact Bob Baggalley, Chief Executive at Colbea who will be pleased to visit you.

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Sponsorship the rewards



become a sponsor of Colbea and join a growing group of businesses that are committed to sustaining economic growth

Sponsorship

what it means to you

the importance of sponsorship

The Colchester Business Enterprise Agency (Colbea) was established in 1982 to 'serve the community by encouraging new business and stimulating economic growth'. Our core activity remains to provide high quality information, advice and impartial counselling in complete confidence to potential and existing small businesses.

The Agency can demonstrate many successes over the years, but this has only been made possible through sponsorship from businesses. Although funding is received from other sources, including Local Authorities, without additional resources the work of the Agency could not continue.

Your contribution through sponsorship is vital to the continued success of Colbea. This leaflet sets out some of the benefits you might expect to receive in return.

social awareness

Forward thinking businesses reap rewards from becoming actively involved in sponsorship arrangements. Increasingly, socially aware customers or clients look for more than price when they select products or services; they want to be aware of environmental, social and ethical practice. Likewise, evidence of active social responsibility can help attract and retain the best people for your organisation.

To create a perception of your business as being a 'good citizen' that is admired, respected and trusted is invaluable in building and maintaining a solid reputation.

business promotion

As a sponsor your business name will be displayed prominently in the reception area of the Colchester Business Centre. You will be given an exclusive opportunity to advertise in the Colbea Business Start up Guide (see the packages opposite), which is distributed to hundreds of new businesses and potential start ups throughout Essex. If you opt for one of the higher grades of sponsorship you will have the chance to take part in a 'Sponsors' Week', using display space in the Business Centre, holding a seminar or training course free of charge, and have the facility of a rolling presentation in Colbea's reception area.

further benefits

Colbea will seek to work inter-actively with you as much as possible with invitations to business and social networking events throughout the year. Regular Sponsor events are organised by us to enable you to meet the other Sponsors. In addition to the sponsorship package we can offer use of our facilities at Colbea at preferential rates (subject to availability). Our unique central location makes our facilities an attractive opportunity for you to hold client seminars or training events for your staff. We can also assist with your catering requirements if required.

referrals

The best customers are those who come looking for you! A vital source of business, referrals can be maximised by your sponsorship of Colbea. Sponsors are welcome to display promotional leaflets/brochures in our reception area and to clients on training courses, etc. Your company will be included in our client referral list made available to all those seeking further professional assistance.

website

As a Colbea sponsor you will appear in the Sponsor area of our website. In addition to your business profile and contact details (supplied by you), a hyperlink to your site will be created and further promotional or marketing information about your company can be added.

Sponsorship

packages available

Platinum Sponsorship - £1,000 p.a.

- A full A4 page colour advert in the Start Up Guide
- The opportunity to take part in a Sponsors' Week when you can display a rolling presentation and exhibition stands in the Colchester Business Centre reception and/or use the Colbea training room free of charge for an event.

Gold Sponsorship - £750 p.a.

- A half A4 page colour advert in the Start Up Guide
- The opportunity to be represented at training courses or other events by means of display stands and/or providing speakers to address course delegates.

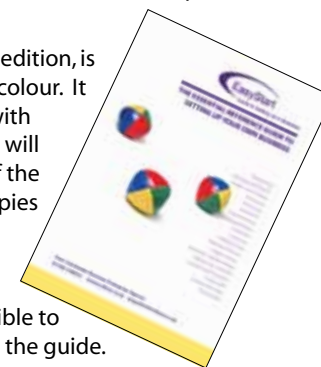
Silver Sponsorship - £500 p.a.

- A half A4 page colour advert in the Start Up Guide.

Bronze Sponsorship - £250 p.a.

- A quarter A4 page colour advert in the Start Up Guide.

This A4 Guide, now in its second edition, is a high quality production in full colour. It provides new business owners with advice on all areas that they will need to consider. Distribution of the Start Up Guide exceeds 1,000 copies annually, targeted at start-up or existing growing businesses.



Only sponsors of Colbea are eligible to take up advertising space within the guide.

