

## Golden Bridge Trade & Investment Awards

### What are they?

The Golden Bridge Awards recognise the trade and investment success of UK companies trading or investing in Belgium or Luxembourg, and Belgian & Luxembourg companies trading or investing in the UK. The awards celebrated their 20<sup>th</sup> anniversary in 2016, in which five outstanding companies were presented with awards after impressing a panel of judges from the **business community**, representatives from **regional trade and investment bodies**, as well as the **UK, Belgian and Luxembourg embassies**.

### What are the award categories?

Traditionally, the expected award categories are Golden Bridge Trade/Investment Award (Best Exporter/Investor), Best Small & Medium-Sized Enterprise (SME), and Best Newcomer. Final categories are at the discretion of the judging panel and the award sponsors (where applicable).

### Why should your company be at the forefront of the awards?

By sponsoring one of our trade and investment awards, you gain **extended visibility** throughout the entire Golden Bridge Awards process, which lasts approximately nine months. From the recruitment of the applicants starting in May, the awards ceremony in November, all the way through to the celebration of the awards winners in January the following year, your company will be profiled in all communication materials associated with the awards, both in Belgium/Luxembourg and the UK.

- Providing you with the **right communication tool** to complement and facilitate your internationalisation strategy. Whether you are already established in both the UK and Belgium/Luxembourg or are at the beginning of this journey, communicating about your active support of the Golden Bridge Awards and your involvement in the economic relationship between Belgium, Luxembourg and the UK is the right step forward to increasing your profile in all markets.
- Becoming **more visible** on the UK, Belgian and Luxembourg markets and offering you the opportunity to more successfully **promote your services**.
- **Profiling your company** as an essential component to the development of trade and investment.
- Offering you a **direct link** to both the embassies and government institutions in Belgium and the UK.
- Providing you with the right set up to promote your services to **potential new clients**.
- Giving you the opportunity to **nominate companies** that could be suitable to apply for the awards.
- Having the ability to **shape the type of awards** (where applicable).

### How can your company get involved?

- You can choose to sponsor one or multiple award categories, depending on what is best tailored to your overall communication strategy. Once you have chosen the category to sponsor, you have the opportunity to nominate companies that could be invited to apply for the award.
- You can work with us in creating a new award category.
- You can share the sponsorship of an award category with another company, of your choice. This is a great chance to solidify your business relationship with that particular partner and communicate externally about your common goals and/or commitments.

### What will your financial commitment be?

The sponsorship fees associated to each award category are listed below:

- Golden Bridge Trade/Investment Award (Best Exporter/Investor): €6000
- Best Small & Medium-Sized Enterprise (SME): €4000
- Best Newcomer: €4000
- Your own award category: €6000

### What are your next steps?

1. Choose one or more award categories to sponsor and/or find a partner to join you in supporting one of the award categories.
2. (Optional) Prepare a list of companies that could apply for the chosen award category(ies).
3. Inform your Marketing & Communication department of your support of the Golden Bridge Awards and make sure this is used in all relevant communication materials. We are happy to assist your communication team and provide them with all the necessary information regarding the awards.
4. Provide us with your logo (in high resolution) and other communication material you deem useful.

**For more information or for any questions please contact:**

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