

NATIONAL ASSOCIATION OF LOCAL COUNCILS PRESENTS

**STAR COUNCILS 2017**  
**SPONSORSHIP GUIDE**

SPONSORED BY AON

# About

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## About the National Association of Local Councils

NALC is the recognised national membership and support organisation representing and promoting the interests of 10,000 local councils, their 80,000 local councillors and 25,000 staff in England. NALC is the only national full-time professional body that represents with local councils.

## About local councils

Local councils are the backbone of our democracy and at the heart of many communities in England. They provide our neighbourhoods, villages and towns with a democratic voice and a structure for taking action – real people power at grassroots level.

Local councils serve electorates ranging from small rural communities to large towns and cities. They are independently elected and raise a precept from the local community, with annual expenditure totalling around £2bn. They represent approximately 18m people – nearly 25% of the population of England.

## About NALC Star Councils 2016

We are excited to be running the third NALC Star Councils programme, following very successful awards in 2015 and 2016. Once again, the awards will be the only event of its kind this year and the biggest event in the sector.

The NALC Star Councils 2017 awards programme provides a fantastic opportunity to highlight and publicise the crucial role that local councils play and the power and influence that they have on communities across the county. The awards event and presentation will be a key moment in the year to bring the national network of local councils and county associations together for a celebratory occasion, to recognise their hard work and achievements. There will be significant publicity of the awards both internally to the NALC network and externally, to the wider sector and media. What's more, the awards event is once again being combined with our annual conference, which means it will attract a large number of people and gain even greater attention.

# Benefits

We want you to be a part of the biggest event in the local council calendar by joining us as a sponsor of this year's NALC Star Councils. Acknowledged nationally and respected throughout local government, sponsoring the NALC Star Councils 2017 awards offers you a fantastic opportunity to increase your organisation's profile within local councils. Sponsoring the awards offers great value for money and unrivalled in its impact; with this you will be able to raise awareness of your products and services in front of hard to reach council leaders, council members and chief officers from local councils in England.

	Headline event sponsor £10k (+VAT)	Individual award sponsor £5k (+VAT)
Official event sponsor	Yes	No
Sit on judging panel	Yes	No
Free distribution of promotional material at awards ceremony	Yes	No
Present award	Yes	Yes
Free full-page advert in winners brochure	Yes	Yes
Free distribution of promotional material at a future NALC event	Yes	Yes
Engage with over 10,000 local councils	Yes	Yes
Raise your organisations profile	Yes	Yes
Network with influential people within the sector	Yes	Yes
Help drive improvement of service and improvement	Yes	Yes
Make your organisation a front runner	Yes	Yes

# Award list

## Young Councillor of the Year

To celebrate and recognise the achievements of young councillors representing their communities nationwide. With the average age of councillors standing at 60, young people can face a difficult task in overcoming barriers to be elected.

## Clerk of the Year

Responsible for the overall management of our local councils. Clerks play a vital role in local communities and local government. We are looking for candidates with the strongest leadership, relationship and project management skills.

## Councillor of the Year

Aims-to-recognise and reward those councillors who go over and above what is expected of them; councillors who show absolute dedication to their communities and make positive changes happen.

## County association outstanding project of the Year

The County association outstanding project of the Year will be judged on the use of innovative ideas and practices, project delivery and execution, value for money and positive impact across the county.

## Local council outstanding project of the Year

Our Local council project of the Year will be judged on the use of innovative ideas and practices, project delivery and execution, value for money and positive impact on the local community and area.

## Council of the Year

The one local council that has driven innovation, community representation and service delivery to the highest levels possible.

# How to sponsor

## Step one

Pick an award to sponsor

## Step two

Contact NALC

Alan Jones  
Head of Communications  
020 7290 0304 - 07894 937 887  
[alan.jones@nalc.gov.uk](mailto:alan.jones@nalc.gov.uk)

## Step three

Agree details

## Step four

Confirmation of sponsorship

## Step five

You are officially a sponsor of the  
NALC Star Councils 2016 awards

## Further information

We are allowing a maximum of three headline sponsors for Star Councils 2017 awards. One spot has already been taken by AON.

We are allowing a maximum of one award sponsor per category.

If you are serious about raising your organisation's profile in the local government sector then get in touch to discuss sponsorship opportunities.

