



Association for Heritage Interpretation (AHI)
25 Recreation Way
Kemsley, Sittingbourne
Kent
ME10 2RD

Would your company like to sponsor a category of the *AHI 2019 Discover Heritage Awards – for excellence in cultural and natural heritage interpretation in Britain and Ireland?*

The Association for Heritage Interpretation (AHI) is the United Kingdom and Ireland body for professionals, academics, students and others involved in engaging the public with heritage places, objects or people. This includes museums, historic properties, protected landscapes, gardens, wildlife reserves, visitor centres and community-run sites.

AHI promotes excellence in the practice and provision of interpretation and works to gain wider recognition of interpretation as a professional activity.

The Awards:

- celebrate heritage interpretation in all its forms
- be a prestigious badge of recognition for winning and shortlisted entries
- share, encourage and showcase good interpretive practice and the organisations responsible for it within the profession and related professions
- publicise good interpretive practice and the organisations responsible for it through the media
- provide interpretive evaluation to all entrants
- train volunteer judges to evaluate short-listed entrants
- have experienced interpreters mentor those new to the profession or studying interpretation through the pairing of volunteer judges

We will open submissions in October 2018 during the AHI conference, shortlist and judge entrants during summer 2019 and hold the awards ceremony at the 2019 conference.

We are offering heritage companies in England, Scotland, Wales and Ireland the opportunity to sponsor an Awards category. Your sponsorship will help to pay for the costs of running the awards, including the training and travel expenses of volunteer judges. The cost of the sponsorship package is **£500** and invoices are paid by March 2019.

Categories:

- Museums and historic properties/sites – Sponsored by **Minerva Heritage**.
- Outdoors - urban and rural – Sponsored by **The Way Design**.
- Visitor centres/interpretation centres
- Volunteers and community groups up to £100k – **Bright3d**.
- Events and activities (time-limited)
- Excellence in Interpretation
- Lifetime Achievement

In return you will have:

- Your name and logo associated with the Awards category you sponsor in all materials and publicity including online, in print and press releases.
 - For example, we will create a website page listing categories with your logo appearing alongside the category you sponsor and the line 'Xxxx Award sponsored by Xxxx.'
 - There will be a special Awards section in the next Interpretation Journal following the ceremony which will include your logo and name check next to the category you sponsor.
- Your logo displayed and name-checked as AHI Discover Heritage Awards sponsor on a background graphic in publicity photographs of the winners for your sponsored category.
- At least 10 direct mentions in Awards marketing tweets and Facebook posts over the phase of the awards from launch to post-ceremony
- A representative from your organisation invited to the Award ceremony gala dinner.
- The option for a representative from your organisation to be photographed with your category winner at the ceremony.
- A free trade stand for the whole of the conference.
- Flyer placement on all awards ceremony tables and in conference delegate packs.
- A sponsor's feature piece on our website.
- We will request you state your sponsorship in your own publicity, such as a news item on your website, email newsletter or as an email signature. We will agree the form of acknowledgement and require the inclusion of the AHI logo and a link to the AHI website in digital uses.

If you have any further questions please contact AHI at admin@org.uk, 01795 436560.

Yours,

A handwritten signature in black ink that reads "Bill Bevan". The signature is written in a cursive, flowing style.

Bill Bevan
Chair, AHI