



SCOTTISH PET INDUSTRY AWARDS 2020

WINNER MENU

If you are fortunate enough to be a winner or runner up of a prestigious award you have various options to help you maximise your success.

You will be invited to select one of the number of packages that help you celebrate your award winning achievement.

There are four bespoke packages which provide digital and physical items to help celebrate your achievement, whilst also providing you with the use and reach of the SPA website and social platforms and the option to use the items in your marketing activities too.

The packages will coincide with our award promotions, and the details of these exciting opportunities are below. You can choose from the following packages.

Package 1

Personalised Logo -
containing your firm's name, and award title, created perfectly for web signatures, social media and more.

Bespoke digital certificate -
Ideal to celebrate your success digitally and can be printed for use in your own promotions.

£50

Package 2

Social Media Paid Promotion -
paid promotion will help share your exciting news through targeted marketing to your key demographic.

Personalised Logo

Bespoke digital certificate

£120

Package 3

Engraved Crystal Trophy -
the ideal tool to celebrate your success with clients, customers and colleagues.

Personalised Logo

Bespoke digital certificate

Social Media Promotion

£295

Package 4

Enhanced Featured Dog Friendly Directory -
Listing for 12 months in your category
Value £150

Engraved Crystal Trophy

Personalised Logo

Bespoke digital certificate

Maximum Social Media Promotion

£495



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The Scottish Pet Industry Awards was planned at the end of 2019. The event pre Covid-19 was intended to replicate a typical Industry Awards Ceremony dinner, but better. The main differences for us was to create a unique awards show for the Scottish Pet Industry, run by people in the Scottish Pet Industry! The aim is to provide a glamorous night of celebrations to 'The Best' in our industry. The event would allow allow an opportunity to brush shoulders with others in the profession and create the perfect networking platform.

Most importantly our awards event would not replicate other awards with the inhibitive costs involved to take part. Most industry awards take place with the hosts generally charging an arm and a leg to win any kind of award!

Unlike all the current awards that help us recognise the best pet businesses in Scotland at present, we do not insist winners pay for awards that cost thousands of pounds to receive them.

With the Scottish Pet Awards Winners have multiple options to choose, with packages starting from only £50! Pending winners will have the choice of what package they want to take advantage of.

Typical Industry Awards offer winners Awards, Certificates, and packages from £500 upwards. You can choose options but all are priced out of reach of many small businesses.

We do not operate this way and only seek to recover enough to provide the winners promotion or to cover the costs of the award, engraving and to tailor bespoke promotion for each package.

The winners can choose from various packages for their business, a package that suits their business and budget and winners can opt for as much or as little exposure as they choose.

Please see a list of optional packages for the respective winners of each category.

Winners may also become regional winners pending the applications for each sector.

Some sectors have much more competitors than others do and pending the volume of entries for each sector the format of the awards in year one will help determine regions and regional winners if the demand is required.

Tables at a luxury city centre event would have helped part fund the running of this event but in light of Covid-19 we are unable to have host the glamorous evening, as we had hoped.

Hopefully with enough support and interest we can make The Scottish Pet Awards the number one place to seek recognition for your successful pet business in the years ahead!