



2010 marks the 23rd year since the introduction of the annual Loo of the Year Awards in 1987.

Well over 55,000 separate ladies, gents, accessible and babychange toilets have been inspected during the last twenty two years and many participants use the Awards scheme as an annual independent audit of their washroom facilities. Every facility inspected is star graded with over 100 different inspection criteria used for each entry.

In excess of 1500 entries are now received each year across the 60 separate entry categories, covering every conceivable 'away from home' location.

The Loo of the Year Awards recognise the best places to 'go' throughout Great Britain and Ireland. The accompanying Attendant of the Year Awards recognise the all important people who help keep toilets clean, either as employees of entrants or members of staff of the many external cleaning contractors now involved in the Awards.

The Awards rely on sponsorship from both product suppliers and service companies in the washroom industry, as well as other companies or organisations who support the need to maintain higher standards for all 'away from home' toilets.

There are few, if any, so commercially relevant sponsorship opportunities available today, which cover every part of the UK and involve every member of society – young and old. Everybody needs clean and properly equipped toilets!

The Government has acknowledged the important role played by the Loo of the Year Awards in raising standards over many years.

Media interest in matters lavatorial remains intense and competition participants, as well as Sponsors and Supporters, are assured of positive benefits from their involvement in the competition.

We require a number of additional Sponsors for the 2010 Awards which will be actively promoted throughout 2010. Entry levels for the 2009 Awards far exceeded expectations despite the Credit Crunch – good toilets are good for business!

Companies or organisations who would normally submit entries can also show support for the Awards by signing up as an official Awards Supporter.

For full details of Sponsor and Supporter benefits and to obtain a Sponsor / Supporter Application Form please phone 01403 258779 or contact [information@loo.co.uk](mailto:information@loo.co.uk).

Any company or organisation can become involved as a Sponsor or Supporter and so signal their commitment to the raising of 'away from home' toilet standards everywhere.

Please consider supporting the 2010 Awards and, through your support, share the pride with all those who aspire to higher standards.

Together, we're making a difference!

**Mike Bone**  
**Managing Director**



## **SPONSOR BENEFITS**

### **1. HEADLINE SPONSOR – Airdri for 2010**

- 1.1 'Headline Sponsor' company branding on all Awards stationery, promotional material, website and Awards Certificates: - LOYA 'in association with'..... (your company logo / name).
- 1.2 Advertising space in Awards promotional brochure and a full page in Awards results brochure – back cover if preferred.
- 1.3 Permission to use Awards 'Headline Sponsor' logo on all company stationery, promotional material, website, vehicle livery, exhibition graphics, as required up until 31<sup>st</sup> December 2010
- 1.4 Up to twenty free places at any regional or national Awards Presentations and a 10% discount off any additional tickets purchased.
- 1.5 A ten minute presentation slot at regional or national Awards Presentations.
- 1.6 Presentation of a number of Awards / Trophies at both regional and national Awards Presentations.
- 1.7 Prime display space at regional or national Awards Presentations.
- 1.8 Access to Awards entry database, after the completion of the current year's competition.

### **2. ASSOCIATE SPONSOR -**

- 2.1 'Associate Sponsor' company branding on all Awards stationery, promotional material, website and Awards Certificates.
- 2.2 Advertising space in Awards promotional brochure and a half page in Awards results brochure.
- 2.3 Permission to use Awards 'Associate Sponsor' logo on all company stationery, promotional material, website, vehicle livery, exhibition graphics, as required up until 31<sup>st</sup> December 2010
- 2.4 Up to ten free places at any regional or national Awards Presentations and a 10% discount off any additional tickets purchased.
- 2.5 A five minute presentation slot at regional or national Awards Presentations.
- 2.6 Presentation of some Awards / Trophies at both regional and national Awards Presentations.
- 2.7 Display space at regional or national Awards Presentations.
- 2.8 Restricted Access to Awards entry database, after the completion of the current year's competition.

<b>3.</b>	<b>AWARDS SUPPORTER - £500 + VAT</b>
3.1	Use of Loo of the Year Awards 'Supporter' logo on any company stationery, promotional / exhibition material, website, vehicle livery, until 31 <sup>st</sup> December 2010
3.2	Placing of relevant company / organisation logo on the Awards Supporter section of the Loo of the Year Awards website, with a link to company / organisation website.
3.3	Inclusion of relevant company / organisation name and logo in the 2009 Loo of the Year Awards results brochure.
3.4	Two free places at any regional and / or national Awards Presentations and a 10% discount off any additional tickets purchased.
3.5	Limited graphic display space at regional or national Awards Presentations.



**SPONSOR / SUPPORTER APPLICATION FORM**

<b>COMPANY/ORGANISATION NAME:</b>
<b>ADDRESS:</b>
<b>CONTACT NAME:</b>
<b>POSITION:</b>
<b>DIRECT TEL NO:</b>
<b>E-MAIL:</b>

**We wish to sponsor/support the 2010 Loo of the Year / Attendant of the Year Awards as indicated below:**

**Sponsor / Supporter benefits are detailed on the previous page.**

**Please tick relevant**

**box:**     

<b>ASSOCIATE SPONSOR</b> Payable in two or more equal instalments as agreed – by end October 2010	<input type="checkbox"/>
<b>AWARDS SUPPORTER @ £500 + VAT</b> Payable on Presentation of Invoice	<input type="checkbox"/>

<b>SIGNED:</b> <b>DATE:</b>
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**Please return completed form to:  
The Loo of the Year Awards, PO Box 847, Horsham, West Sussex RH12  
5AL  
Tel: 01403 258779  
or e-mail details to: [information@loo.co.uk](mailto:information@loo.co.uk)**