



Aberdeen Ambassador Awards 2026 Sponsorship



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Celebrating the people who put Aberdeen and Aberdeenshire on the global stage

Date: **Thursday 21 January 2027**

Venue: **TBC, Aberdeen**

The Aberdeen Ambassador Awards celebrate the achievements of members of the Aberdeen Ambassador Network who have successfully attracted, hosted and supported conferences and business events in Aberdeen and Aberdeenshire during 2026, collectively helping to attract millions of pounds into the regional economy.

Delivered by Aberdeen Convention Bureau, part of VisitAberdeenshire, the awards recognise the academics, clinicians, researchers and industry professionals whose efforts help secure business events that generate significant economic benefit, knowledge exchange opportunities and international profile for the region.

The awards dinner brings together an influential audience of ambassadors and stakeholders from academia, healthcare, industry and the public sector to celebrate another successful year for Aberdeen and Aberdeenshire's business events sector.



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Why sponsor the Aberdeen Ambassador Awards?

By sponsoring the Aberdeen Ambassador Awards, your organisation will be supporting the individuals who help attract conferences, congresses and professional events that contribute to the economic and social success of the region.

Sponsorship offers an opportunity to:

Raise your profile

Position your organisation alongside a respected event attended by senior decision-makers and influential professionals from across the North East of Scotland.

Demonstrate your commitment to the region

Show your support for the continued growth of Aberdeen and Aberdeenshire as a leading destination for conferences, business events, research and innovation.

Connect with key stakeholders

Build relationships with representatives from universities, NHS Grampian, local authorities, economic development organisations, professional bodies and industry leaders who share a commitment to regional success.

Align your brand with excellence

Associate your organisation with achievement, collaboration, innovation and impact through the recognition of outstanding ambassadors and conferences.

Support future growth

Help celebrate and encourage the ambassadors whose efforts continue to attract valuable events, investment, talent and opportunities to the region.



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About the Aberdeen Ambassador Network

The Aberdeen Ambassador Network is made up of leading academics, clinicians, researchers and professionals who are members of national and international associations and professional bodies.

Working in partnership with Aberdeen Convention Bureau, ambassadors play a vital role in attracting conferences and business events to the region by promoting Aberdeen and Aberdeenshire as a destination and supporting successful event delivery.

Their work contributes to:

- Increased visitor spend
- International knowledge exchange
- Research collaboration
- Professional development opportunities
- Enhanced reputation for the region
- Long-term economic growth

Business events deliver real benefits to the region

Business events play a vital role in supporting Aberdeen and Aberdeenshire's economy, reputation and future growth. Each year, conferences and events attracted to the region bring thousands of delegates who spend money with local hotels, venues, restaurants, transport providers and visitor attractions. The impact extends far beyond the duration of the event itself, helping to generate economic activity, support local employment and strengthen supply chains across the visitor economy.

Business events also provide a platform to showcase the region's expertise on an international stage, creating opportunities for knowledge exchange, research collaboration, investment and innovation. By bringing together leading academics, clinicians, researchers and industry professionals, these events help forge new partnerships, attract talent and strengthen Aberdeen and Aberdeenshire's position as a destination for business, research and innovation.

By sponsoring the Aberdeen Ambassador Awards, organisations are not simply supporting an awards dinner; they are recognising and celebrating the individuals whose efforts help secure these valuable opportunities and contribute to the continued success and prosperity of the region.

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Business events by numbers

The work of the Aberdeen Ambassador Network and Aberdeen Convention Bureau helps secure conferences and business events that deliver lasting benefits for Aberdeen and Aberdeenshire.

During the 2025-2026 financial year:

55 bids were submitted with **34** conference, and business events were confirmed
Representing:

- More than **£36 million** in potential delegate spend
- Over **60,000** projected bed nights
- Opportunities to attract thousands of delegates to the region
- Long-term growth opportunities across the visitor economy and wider business community

This strong pipeline reflects sustained engagement with conference organisers and professional associations and positions Aberdeen and Aberdeenshire for continued growth as a business events destination.

Delivering measurable impact

A strong example of the impact generated through Aberdeen's Ambassador Network is the **European Association of Breast Imaging (EUSOBI)** Annual Scientific Meeting 2025, held in Aberdeen from 24–27 September 2025.

Attracted by Dr Gerald Lip, an Aberdeen Ambassador and recipient of the James Clerk Maxwell Award 2024, the conference welcomed **1,200 delegates**, generated **19,200 room nights** and delivered **£5.4 million in delegate spend**.

Beyond its economic impact, EUSOBI showcased Aberdeen's internationally recognised expertise in health and life sciences. Dr Lip's pioneering work using artificial intelligence to support earlier breast cancer detection has been trialled successfully in Aberdeen and is now being rolled out more widely across the NHS.

The conference enhanced Aberdeen's reputation as a destination for world-leading research, innovation and collaboration, demonstrating the lasting value business events bring to the region.

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Sponsorship benefits

All sponsors will receive:

- Recognition in event marketing and promotional activity
- Sponsor logo featured on event materials
- Recognition during the awards ceremony
- Opportunity to present the sponsored award (award sponsors)
- Acknowledgement in post-event communications
- Two complimentary places at the awards dinner
- Networking opportunities with ambassadors, stakeholders and guests
- Digital recognition as a sponsor of the Aberdeen Ambassador Awards 2026

Sponsorship opportunities

Drinks reception sponsor

£500 + VAT

Welcome guests to the evening and associate your organisation with the opening networking reception.

Includes:

- Drinks reception sponsorship recognition
- Branding on reception signage
- Verbal acknowledgement during the evening
- Two complimentary guest places
- Recognition across event communications



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Award sponsorship opportunities

Best event under 200 attendees £500 + VAT

Recognising a business event that attracted up to 200 delegates while demonstrating excellence in programme delivery, collaboration, research profile and impact.

Best event between 200 and 500 attendees £500 + VAT

Recognising a business event that attracted between 200 and 500 delegates while demonstrating excellence in programme delivery, collaboration, research profile and impact.

Best event over 500 attendees £500 + VAT

Recognising a business event that attracted more than 500 delegates while demonstrating excellence in programme delivery, collaboration, research profile and impact.

Collaboration award £500 + VAT

Recognising partnerships that have worked together to successfully secure and deliver a conference or business event.

Impact award £500 + VAT

Recognising a conference that demonstrated significant economic, public engagement and research impact.

Developing Ambassador award £500 + VAT

Recognising an emerging ambassador who has made an outstanding contribution to securing or supporting conferences in the region.

James Clerk Maxwell award £750 + VAT

Recognising an exceptional ambassador who has consistently gone above and beyond in helping bring conferences and business events to Aberdeen and Aberdeenshire.

Each award sponsorship includes:

- Exclusive sponsorship of the selected award category
- Opportunity to present the award on stage
- Sponsor logo displayed alongside the award category
- Recognition throughout the evening
- Inclusion in event and post-event communications
- Two complimentary guest places



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Become a sponsor

The Aberdeen Ambassador Awards provide a unique opportunity to support a network of influential professionals who are helping drive economic impact, international recognition and future opportunities for Aberdeen and Aberdeenshire.

By partnering with the Aberdeen Convention Bureau and supporting the Aberdeen Ambassador Awards, your organisation will be aligned with a celebration of collaboration, innovation and excellence while demonstrating a commitment to the continued growth and success of the region.

We would be delighted to discuss the sponsorship packages available and how your organisation can become involved.

For more information and secure your sponsorship contact:

Nikki Walters, Partnerships Manager

Email nikki.walters@visitabdn.com

Telephone **07521 430 748**

