



Volunteer recognition event sponsorship opportunity 2026





Supporting the volunteers behind Aberdeen's welcome

Each year, the Welcome to Aberdeenshire volunteers provide a warm and friendly welcome to thousands of cruise visitors arriving into Aberdeen.

They are often the first people visitors meet when they step ashore, offering directions, local knowledge, recommendations and a genuine sense of hospitality that helps create a positive first impression of the city and region.

In 2025, volunteers contributed more than 1,000 hours supporting cruise arrivals. With a growing team of 42 volunteers for the 2026 season, we anticipate approximately 1,500 volunteer hours being delivered across the year.

Their contribution plays an important role in supporting Aberdeen's growing cruise tourism sector, enhancing the visitor experience and strengthening the region's reputation as a welcoming destination.

To recognise this exceptional commitment, VisitAberdeenshire hosts an annual Volunteer Recognition Event bringing together volunteers, tourism businesses, CruiseAberdeenshire partners, local authority representatives and industry stakeholders.

Why sponsor the event?

By becoming a Volunteer recognition sponsor, your organisation will be helping us celebrate the individuals who give their time, energy and enthusiasm to support Aberdeen's visitor economy.

Your support will contribute towards delivering an enjoyable and meaningful event that acknowledges the contribution our volunteers make to the city and region while providing opportunities to engage with tourism and civic stakeholders.

Supporting the event demonstrates your organisation's commitment to:

- Community involvement
- Volunteering and civic pride
- Tourism and economic development
- Partnership working
- Creating positive visitor experiences



Volunteer recognition sponsor package

Sponsor benefits include:

Recognition and profile

- Organisation logo included on event save-the-date communications.
- Organisation logo included on event invitations.
- Organisation logo featured on volunteer certificates presented during the evening.
- Acknowledgement in event-related social media and communications, where applicable.
- Recognition during the event welcome and thank you remarks.

Event attendance

- Two tickets to attend the event.
- Opportunity to meet the Welcome to Aberdeenshire volunteers.
- Opportunity to network with tourism industry representatives, CruiseAberdeenshire partners and local authority stakeholders.

Community impact

- Demonstrate support for a volunteer programme that directly contributes to the visitor experience in Aberdeen and Aberdeenshire.
- Align your organisation with a positive community initiative that supports tourism, economic development and civic pride.
- Be associated with recognising approximately 1,500 volunteer hours expected to be delivered during the 2026 cruise season.

Cost £500 + VAT (limited to five partners)

About the event

Date: **Thursday 8 October 2026**

Time: **Approximately 5.30pm – 9.00pm**

Venue: **Aberdeen Douglas Hotel, Market Street, Aberdeen, AB11 5EL**

Guests: **60–80 attendees**

The evening will include:

- Welcome drinks reception and networking
- Two course sit down buffet meal
- Partner remarks
- Volunteer recognition presentations
- Stakeholder networking

Attendees will include Welcome to Aberdeenshire volunteers, tourism businesses, CruiseAberdeenshire partners, local authority representatives and invited guests from across the region's visitor economy.





Help us celebrate Aberdeen's welcome

By becoming a Volunteer recognition sponsor, your organisation will play a direct role in recognising the people who help ensure visitors receive a warm welcome to Aberdeen and Aberdeenshire.

For more information, please contact: **Nikki Walters**, Partnerships Manager

Email: nikki.walters@visitabdn.com

Telephone: **07521 430 748**