

CROESO / WELCOME TO  
THE 2024 CROESO AWARDS



**Visit Pembrokeshire**  
YMWELD Â SIR BENFRO

CROESO AWARDS 2026

# SPONSORSHIP

PREPARED BY

## CROESO AWARDS TEAM

EVENT LEAD CONTACT: LIZ WILLIAMS



Visit Pembrokeshire Ltd,  
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Awards to be held Oct/Nov  
2026. Date TBC

Sponsorship options  
available till 31st March  
2026\*

\*subject to availability



## WHO WE ARE

**Visit Pembrokeshire is the Destination Management Organisation (DMO) for Pembrokeshire.**

We are a business led not-for-profit partnership responsible for coordinating delivery of the 2025-28 Destination Management Plan. Our aim is to grow tourism sustainably for the benefit of all and to make Pembrokeshire a Top 5 UK destination choice.

## IN GOOD COMPANY

In previous years, we have had the privilege of working with a host of different Award Category & Head-line Sponsors from various sectors.

Croeso Award Sponsors are united in their drive to promote a better Pembrokeshire, where excellence in tourism is recognised and celebrated. Pembrokeshire boasts a broad-range of fantastic tourism businesses who are leading the way in sustainability, accessibility and quality of offering.

## TANGIBLE BENEFITS

In return for their support Croeso Award Sponsors benefit from a range of tailor made tangible and measurable business benefits. This is in addition to knowing that **as a sponsor, they are supporting the hard-work and determination of one of Pembrokeshire largest employment sectors.**



## IN PARTNERSHIP WITH PEMBROKESHIRE COLLEGE

Since January 2023, Visit Pembrokeshire has worked with the fantastic team and students at Pembrokeshire College in order to coordinate a mentoring programme, which accumulates in the delivery of service at the Croeso Awards.

From sourcing, menu planning and costing, through to cooking, plating and service, the hospitality students at Pembrokeshire College undergo a 6-month mentoring programme; gaining valuable new skills and real life event management experience whilst under the caring guidance of a Pembrokeshire hospitality provider.

Neil Kedward, Founder and Chief Executive of Seren, our previous Mentor Sponsor comments, "My team are so passionate about nurturing the next generation of professionals in this extraordinary industry and so we're very proud to have been given the opportunity to be the Mentoring Sponsor for the Croeso Awards 2024. Working besides the students at Pembrokeshire College and guiding them through the challenge of delivering a large-scale event, both in the kitchen and front of house, was a great privilege. It really is a fantastic opportunity to inspire future talent, build confidence, and showcase the skills needed to create exceptional hospitality experiences."

This is an integral aspect of the Croeso Awards and has a long-term impact on the future generation of Pembrokeshire's hospitality workers.



### WOULD YOU LIKE TO BE OUR MENTORING SPONSOR?

**Does your hospitality organisation have the capacity to mentor Pembrokeshire College students in the art of culinary preparation, banqueting and service?**

If the above sounds like you, Visit Pembrokeshire would be keen and grateful for your support in assisting us deliver the 2026 Croeso Awards.

This is an 'in-kind' sponsorship, where you would be required to cover your costs in staff time etc. A set price would be agreed for the menu once designed by the students with your chefs. This would be ordered, prepared and served by the students, under your organisations guidance.

**Please email to request full Mentoring Sponsorship brief.  
DEADLINE FOR MENTOR SPONSOR APPLICATIONS - June 2025**



## HEADLINE SPONSORSHIP

**For the ultimate show of support for tourism in Pembrokeshire, we offer a headline sponsorship option.**

Through regular and engaging Press Releases, Social Media campaigns, website articles and engaging with our third-party press contacts, we make a lot of noise about the excellent and inspiring work of our Croeso Award Headline Sponsor.

In addition to the communications both pre, during and post event, Visit Pembrokeshire will co-host both the Launch Event and Sponsors Soiree with the Headline Sponsor as a further thank you for their commitment to this fantastic event, supporting tourism & hospitality within our County. If you are interested in fully promoting your organisation at the Croeso Awards and are looking to go above and beyond to support Pembrokeshire, please do get in touch with your interest.

**DEADLINE FOR HEADLINE SPONSOR APPLICATIONS - June 2025**

CROESO AWARDS 2026  
HEADLINE SPONSORSHIP COSTS  
**£6,000+VAT\***

\*a non-refundable 25% deposit is required within 14 days of confirmation.  
Sponsorship will only be confirmed once payment is received.  
Final payment due no later than 90 days prior to the Croeso Awards.

### BENEFITS INCLUDE:

- Two complimentary tickets to the Launch Event
- Two complimentary tickets to the Sponsors Soiree
- Complimentary table of 10 at the Croeso Awards presentation.
- Opportunity to address the attendees as part of the “Welcome” at the beginning of the evening.
- Company brand featured throughout the presentation.
- Company branding featured throughout Croeso awards website pages.
- Extensive promotion via our social & PR channels throughout the 6-month awards process.
- Your logo featured in pre and post event publicity and in the Awards Night Brochure.
- Sponsor profile and logo on the awards website for a minimum of 12 months.



## CROESO AWARD CATEGORIES

Winners of selected 2026 categories, will progress to the Regional Awards, and any further winners will go through to the Visit Wales finals. As we are pending the 2026 award categories from Visit Wales, we are unable to currently provide a definitive list of available category options, but we do believe it will be very similar to our 2024 Croeso awards categories which were as follows:

- ✓ BEST EVENT
- ✓ BEST DOG FRIENDLY BUSINESS
- ✓ PUB OF THE YEAR
- ✓ VISITOR ATTRACTION OF THE YEAR
- ✓ SERVICE / PRODUCT SUPPLIER AWARD
- ✓ SELF CATERING PROVIDER OF THE YEAR 1-3 UNITS
- ✓ SELF CATERING PROVIDER OF THE YEAR 4+ UNITS
- ✓ HOTEL OF THE YEAR
- ✓ SUSTAINABLE TOURISM AWARD
- ✓ CAMPSITE / GLAMPING PROVIDER OF THE YEAR
- ✓ ACCESSIBLE & INCLUSIVE TOURISM AWARD
- ✓ B&B GUESTHOUSE OF THE YEAR
- ✓ ACTIVITY / EXPERIENCE PROVIDER OF THE YEAR
- ✓ SUSTAINABLE & IMMERSIVE EXPERIENCE FOR CRUISE PASSENGERS
- ✓ THE PLACE TO EAT AWARD
- ✓ RISING STAR AWARD
- ✓ CARAVAN PARK OF THE YEAR

# CROESO AWARDS

RECOGNISING QUALITY TOURISM

## AWARD CATEGORY SPONSORSHIP

**For our Award Category Sponsors, we offer tailored communications both pre, during and post event to highlight the amazing work you are doing for Pembrokeshire through this contribution to the tourism sector.**

In addition to doing an incredible thing for Pembrokeshire as an Award Category Sponsor, you will also receive a range of tangible benefits including:

- Two complimentary tickets to the Launch Event
- Two complimentary tickets to the Sponsors Soiree
- Two complimentary tickets to the Croeso Awards presentation.
- Company bio will be read by the Event host, along with your brand featured during the Award Ceremony presentation.
- The opportunity to present the award to the Category Winner on stage.
- Photographs of the Sponsor with the Award Winner.
- Sponsors name engraved on the Category Award.
- Sponsors name printed on the Category Winner and Runner-up Certificates.
- Your company logo featured on the awards website pages.
- Extensive promotion via our social & PR channels throughout the 6-month awards process.
- Your logo featured in pre and post event publicity and in the Awards Night Brochure.
- Sponsor profile and logo on the awards website for a minimum of 12 months.



### CROESO AWARDS 2026 AWARD CATEGORY SPONSORSHIP COSTS

**£2,000+VAT\***

\*Price per award category, available on a first-come-first served basis. Payment in full required within 14 working days of invoicing and will only be confirmed once payment is received.

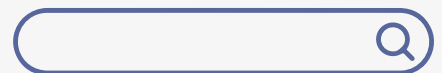


## NEXT STEPS

Further to our 'Early Bird' call for Sponsorship, we are thrilled to confirm that we have already received considerable interest in sponsorship for the 2026 Visit Pembrokeshire Croeso Awards.

Should you wish to support tourism in Pembrokeshire through Croeso Award sponsorship, please contact our team today with the following information:

1. Type of Sponsorship requested
2. First option preferred award category (if applicable)
3. Second option preferred award category (if applicable)
4. Business/Organisation name & address
5. Contact name, telephone number & email for lead contact.
6. Company logo and Social Media Handles @
7. A statement as to why you wish to sponsor an award (2/3 sentences)



WEBSITE  
[www.visitpembrokeshire.com/  
croeso awards](http://www.visitpembrokeshire.com/croesoawards)



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**Pembrokeshire**  
SIR BENFRO



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**Website**

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