

SPONSOR AN EVENT



Sponsoring an event provides your business with a top-level branding opportunity, raising profile amongst this niche audience as well as generating goodwill and recognition from investors and traders. Sponsorship includes both the tangible items (exhibition stand, inserts, speaking opportunities) as well as the intangible (branding on the event, the signage, the namebadges, the event guide) providing a comprehensive package that puts the event sponsors "front-of-mind" with delegates. Please see below for a breakdown of individual items covered within each level of sponsorship.

HEADLINE SPONSORSHIP
(exclusive)
Price on Application

GOLD SPONSOR
£25,000 +vat
(limited to two companies)

SILVER SPONSOR
£18,000 +vat
(limited to two companies)

BRONZE SPONSOR
£15,000 +vat
(limited to two companies)

Integrated Event Logo	●	3m x 3m Exhibition Space/Shell Scheme Stand	● ● ● ●
Sponsor logo and branding on all marketing and promotional elements relating to the event, including, but not limited to:	● ● ● ●	Unique Sponsors Page created for event website, links to sponsor	●
Event website	● ● ● ●	Banner ad within each Confirmation Email - sent automatically to each delegate as they register, with their e-ticket	●
Delegate brochure/insert	● ● ● ●	Full page colour ad within Event Guide	● ● ●
Delegate advertising - all channels	● ● ● ●	Advertorial within Event Guide	●
GDPR-compliant email marketing campaigns through third party marketing partners	● ● ● ●	Opt-in tick-box on Registration Page	●
Delegate Badges - worn by all delegates and exhibitors	● ● ● ●	Insert (up to A4 in size) within the Delegate Welcome Pack	● ● ●
One side of the Delegate Welcome Pack bag	● ● ● ●	1 x 30 Minute Presentation/Seminar spot at the event	●
Exhibitor Manual and related materials	● ● ● ●	2 x 30 Minute Presentation/Seminar spot at the event	● ●
Signage throughout the event - directional and informational	● ● ● ●	Unlimited allocation of complimentary tickets for existing/potential clients	● ● ● ●
Staging in each presentation area	● ● ● ●	Invitation to provide speaker(s) for panel sessions	● ●
Holding slides between each seminar/workshop/presentation	● ● ● ●	x6 dedicated sponsor posts on all event social media channels	● ●
Registration Area	● ● ● ●	x3 dedicated sponsors posts on all event social media channels	● ● ●
Feedback Delegate Questionnaire	● ● ● ●	x3 push notifications on day of event to event app users (estimated download: 80% of attendees)	●
6m x 3m Exhibition Space/Shell Scheme Stand	● ● ●		

The following items work well in conjunction with sponsorship and provide further, highly visible, branding opportunities for sponsors:

- Sponsorship of the Event App **£8,000 +vat**
- Branded lanyards **£5,500 +vat**
- Branded delegate badges **£3,250 +vat**

- Sponsorship of the Catering Area **£6,750 +vat**
- Sponsorship of the Delegate Ticket Postal Mailing **£6,750 +vat**

If you would like to discuss sponsorship of an event for your business in more detail, please don't hesitate to email sales@icuk.media or call us on +44 (0)20 7193 4541.



www.icuk.media