

## CORPORATE PARTNERSHIP BENEFIT PROGRAMME

Benefit	<b>SPORT+ RECREATION ALLIANCE PARTNER+</b>	<b>SPORT+ RECREATION ALLIANCE PARTNER</b>	<b>SPORT+ RECREATION ALLIANCE SUPPLIER</b>
<b>Partner Recognition Programme</b>			
Use of Tier 1 Exclusive 'Partner Plus' Sport & Recreation Alliance logo / mark			
Use of Standard Sport & Recreation Alliance logo / mark			
'In Association' sponsorship rights at Sport & Recreation Alliance Flagship Events			
Sponsorship rights of the Sport & Recreation Alliance Daily News Summary for 2 months			
Sponsorship rights of the Sport & Recreation Alliance Weekly Newsletter for 2 months			
Visible presence on partners' webpage			
<b>Services</b>			
Guaranteed Exclusivity on designated partner products and services for the duration of the contract			
Dedicated Sport & Recreation Alliance Account Manager			
Sport & Recreation Alliance Senior Management Team (SMT) Sponsor			
Social media interaction and promotion with Partner's company social media profile, e.g. Twitter			
Opportunity to provide thought leadership pieces via digital content ( <i>*details of types detailed below</i> )			
Quarterly Corporate Partner Newsletter to Members ('Partner Platform')			
Quarterly Update on Membership News			
Daily Sport & Recreation Alliance News Summary			
<b>Networking &amp; Events</b>			
Invitations to the Sport & Recreation Alliance AGM and Annual Awards x4 spaces			
Invitations to the Sport & Recreation Alliance AGM and Annual Awards x2 spaces			
Free entry to Sport & Recreation Alliance Flagship Events			
Discounted entry to Sport & Recreation Alliance Flagship Events (Member Rate)			
Opportunity to host an event/dinner of their choice for members and is advertised via the Alliance to target new business prospects			
Delegate list sent before flagship events and opportunities			

## PARTNERSHIP RECOGNITION PROGRAMME

- **Use of Tier 1 Exclusive 'Partner Plus' Sport & Recreation Alliance Logo/Mark:**  
Option to use a royalty-free, world-wide licence for the duration of the contract to use, reproduce, publish and distribute a new 'partner-plus only' Sport & Recreation Alliance logo, which differentiates partners from preferred suppliers and illustrates highlighted endorsement from the Alliance to member organisations.
- **Use of Standard Sport & Recreation Alliance Logo/Mark:**  
Partners and preferred suppliers are able to use a royalty-free, world-wide licence for the duration of the contract to use, reproduce, publish and distribute a Sport & Recreation Alliance logo.
- **'In Association' Sponsorship Rights of Sport & Recreation Alliance Flagship Events:**  
To receive a top-level of sponsorship at the Alliance's primary member events, including the Sports Summit, Leadership Convention and CSRAs/AGM. These rights are activated pre, during and post-event.
- **Sponsorship rights of the Sport & Recreation Alliance Daily News Summary for an agreed period:**  
To have a prominent Partner stacked logo/mark on the banner of the Daily News Summary which is sent out to 2,000 key member organisation representatives on a daily basis.
- **Sponsorship rights of the Sport & Recreation Alliance Weekly Newsletter for an agreed period:**  
To have a prominent Partner stacked logo/mark on the banner of the Weekly Newsletter which is sent out to 3,400 subscribers on a daily basis within key member organisation representatives.
- **Visible presence on partners webpage:**  
Logos appear clearly on the partners' page of the Sport & Recreation Alliance website. The website attracts 2,000 visitors per week, with 5,500 page views per week.

## SERVICES

- **Guaranteed Exclusivity on designated partner products and services for the duration of the contract:**  
Exclusivity for partners who provide the Sport & Recreation Alliance with a minimum guarantee of over £50,000 pa represents a top tier benefit that also clearly shows a large endorsement from the Alliance.
- **Dedicated Sport & Recreation Alliance Account Manager:**  
The Alliance's Business Development Manager will provide on-going account management and will focus on working with Partners to activate the numerous assets that are available. The Business Development Manager and marketing team will focus on servicing partner marketing requirements and coordinating additional opportunities for member introductions.
- **Sport & Recreation Alliance Senior Management Team (SMT) Sponsor:**  
A member of SMT can be well placed to help facilitate senior level member introductions to partners, based on their own industry contacts. The SMT sponsor can also be used for advice and guidance on partnership development.
- **Social media interaction and promotion with Partner's company social media profile, e.g. Twitter:**  
The Sport & Recreation Alliance has c.14,000 Twitter followers, with member organisations the primary audience. There is also additional access to the Join-in database of 11.300 Twitter followers. This can be a great way for partners and suppliers to engage with our members through the Alliance social media platforms.
- **Opportunity to contribute digital content, primarily through thought leadership pieces. For Partner Plus membership, these may include:**
  - Thought Leadership Blogs
  - Webinars
  - E-guides
  - Twitter Q&A and other social media
  - Short-form videos, shared via all Alliance communication streams

- **Quarterly Corporate Partner Newsletter to Members ('Partner Platform'):**  
This offer represents a specific corporate communication to our members, without other industry or membership features. Corporates have the option to submit features relating to themes chosen by the Alliance (e.g. reducing costs, increasing efficiencies, demonstrating impact) that will be sent directly to over 3,400 newsletter subscribers on a quarterly basis – recipients are primarily key member organisation representatives.
- **Quarterly Update on Membership News:**  
An update, outlining any pertinent member issues, new members, trends, events and opportunities to promote services.
- **Daily News Summary:**  
Daily news summaries provide all the important sport and recreation news.

## NETWORKING & EVENTS

- **Invites to Sport & Recreation Alliance AGM and Annual Awards x2 Spaces:**  
Held at a prestigious, central London location and combined with the Community Sport and Recreation Awards (CSRAs), this celebratory event is an opportunity to hear about the year in sport and recreation, as well as a chance to network with members and other delegates. The event is also usually attended by HRH Prince Edward, Earl of Wessex.
- **Free Entry to Sport & Recreation Alliance Flagship Events:**  
Our flagship events include the Sports Summit and Leadership Convention. The Summit brings together a top-drawer group of CEOs, Chairs and senior personnel from NGBs to discuss emerging trends, opportunities, threats and challenges which every sports organisation that values its future must face. The Convention brings together 150 CEOs and Chairs from across the sport and recreation sector to develop expertise and pick up the latest best practice in strategy, people management and leadership. These represent fantastic networking opportunities to promote products and services to senior decision-makers within the industry.
- **Opportunity to host an event/dinner of their choice for members**  
Partners are able to invite member organisations to attend a dinner (advertised via the Alliance) so that new business prospects can be targeted and current clients retained.
- **Delegate list sent before flagship events and opportunities**  
Allows for an early indication about which member organisations and personnel are attending so 'strategic networking' may be planned.

## PARTNER RECOGNITION PROGRAMME

- **Use of Standard Sport & Recreation Alliance Logo/Mark:**  
Option to use a royalty-free, world-wide licence for the duration of the contract to use, reproduce, publish and distribute a Sport & Recreation Alliance logo.
- **Visible presence on partners webpage:**  
Logos appear clearly on the partners' page of the Sport & Recreation Alliance website. The website attracts 2,000 visitors per week, with 5,500 page views per week.

## SERVICES

- **Dedicated Sport & Recreation Alliance Account Manager:**  
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- **Discounted Entry to Sport & Recreation Alliance Flagship Events:**

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- **Delegate list sent before flagship events and opportunities:**  
Enables partners and suppliers to identify who is attending events, highlighting networking opportunities with key business prospects