

Sports Summit Supporting Sponsor Package
25th May 2016 – Kia Oval, London
£3,000 + VAT

2016 Sports Summit Theme & Overview:
Evidencing Impact and Using Data

The Summit brings together a top-drawer group of CEOs, Chairs and Senior Personnel from national governing bodies, as well as top policy-makers, lawyers, business people and journalists.

Discussions are focused around the emerging trends, opportunities, threats and challenges which every sports organisation that values its future must face. The theme of this year's Summit will be on how the sector can embrace, and then use data and insight in order to measure the value of sport and monetise existing assets, as well as creating new commercial opportunities.

Why Sponsor?

By aligning your brand with this flagship event, your company can help activate:

- A strong connection with insight, innovation and impact, under the Alliance's '*Fit for the Future*' banner
- An association with the Summit venue as one of the finest modern sports venues in the world – the Kia Oval
- Your company's own initiatives in data and insight through exhibition space and a rolling sponsor video
- A highly regarded event platform in which there is strong media interest – previous events have received national news coverage from The Guardian, The Telegraph, The Times, BBC News and Sky Sports News.
- Digital coverage – 2015's event received 4,215 page views (3:12 average time spent on webpage) and over 3 million twitter timelines
- Connections with leading sector professionals – over 90% of our attendees are key decision-makers and influencers in their organisations, including CEOs, Chairs, and Department Directors.
- Shared values in excellence, positivity, passion, integrity and collaboration through our network of 320 National Governing Bodies and representative sport and recreation organisations

Event Promotion

- Prominent supporting sponsor logo credits on stage
- On-stage acknowledgement in introduction and closing address
- Short sponsor/exhibitor video clip running on screens in conference throughout breaks
- Logo placement on all promotional items as Supporting Sponsor of the 2016 Sports Summit
- Logo placement and one full-page (A5) company biography of the Sports Summit event programme brochure (content to be supplied by headline sponsor)

- An option to set-up own company exhibition stand (4m wide and 2m high) in the conference hall, alongside other select exhibitors in data and insight (maximum of 5. Company to bring own banner)
- Supporting sponsor credit on all event promotions (from date of signed sponsor agreement)

Website and Social Media

- Hyperlinked logo and profile on sponsors page of Sport and Recreation Alliance website (from date of signed sponsor agreement)
- Supporting sponsor name mentions via Twitter, Facebook & LinkedIn during the nomination process (6 weeks)
- Two blogs (supplied by supporting sponsor) promoting the partnership role for the event. Each blog will be sent to more than 2,500 senior figures in the sport and recreation sector (Two months prior to event)

Corporate Networking and Client Entertaining

- Two free passes to the event, including buffet lunch, worth £305+VAT each
- Copy of impressive delegate list provided pre and post event for targeted networking opportunities

PR

- Name association on press release sent out to media outlets across the UK

For more information, contact:

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EVENT ETHOS



About the Sport and Recreation Alliance

ABOUT US

SPORT+RECREATION ALLIANCE

The Sport and Recreation Alliance is the umbrella body for sport and recreation – an independent voice that represents our members to government, policy makers and wider stakeholders within the sector.

We speak out for the benefits of sport and physical activity and provide vital services and thought leadership to our members – who range from The FA, the RFU and England Netball to the Ramblers and the British Wheel of Yoga.