

MERCURE MANCHESTER PICCADILLY HOTEL  
2ND - 3RD NOVEMBER 2016



**SPORT+  
RECREATION  
ALLIANCE**

# SUPPORTING SPONSOR PACKAGE

(x4 Available) - £3,000

## STRATEGIC VALUE

### Event Association

The Leadership Convention is the platform to align your brand to leadership innovation in the sport and recreation sector.

The Convention is designed and targeted specifically at Chairs and CEOs from National Governing Bodies, sports organisations and the commercial sports sector, with over 150 delegates expected to attend.

The Convention strategically employs expert speakers and practical workshops to provide delegates with the leadership skills and knowledge they need to encourage innovation within their organisation.

## BRAND VALUE

### Digital Integration

- Company profile on web-based mobile Event App.

### Website

Hyperlinked logo and profile on sponsor section of the Leadership Convention event page on Alliance website (from date of signed sponsor agreement).

### Blogs

- Option to write a guest blog for the Sport and Recreation Alliance:
  - Blog suggestions: pre or post event discussing company's opinion on the theme of the Leadership Convention.
  - Practical tips on the theme of the Leadership Convention.

## Media and Promotional Value

Sport and Recreation Alliance website will have a dedicated event section for the Leadership Convention.

All promotional items will direct interested delegates to the main landing page which will feature Supporting Sponsor logos.

## Marketing channels

- Logo featured in Leadership Convention targeted marketing emails which will be sent to all of the Chairs, CEOs and Senior Management teams of the Alliance's 320 members and previous attendees of the Convention .
- Weekly e-newsletter distributed to approx. 2,400 industry professionals will include Leadership Convention related content provided by Supporting Sponsor.

## CORPORATE NETWORKING

### Two Free Delegate Passes

- Including accommodation, drinks reception, dinner and access to all break-out sessions (worth £1,598 + VAT for two).

### Delegate list

- Received pre-event.

## ➔ CONTACT

For more on how to get involved, please contact:  
[lroberts@sportandrecreation.org.uk](mailto:lroberts@sportandrecreation.org.uk)  
020 7976 3903