



**LEADERSHIP
CONVENTION**

**SPORT+
RECREATION
ALLIANCE**

SPONSORSHIP OPPORTUNITIES

2016



ABOUT US

THIS YEAR'S EVENT

Venue **Mercure Manchester Piccadilly Hotel**

Date **2nd - 3rd November 2016**

The two day event will prepare the leaders of sport and recreation to take advantage of the challenges and opportunities they are facing.

The sporting landscape is changing as a result of the new strategies released by Government and Sport England and producing creative ideas and solutions that work in this new environment is crucial.

Delegates will learn how to identify where change is needed, how to implement it and the skills required to do so.

There will be both practical and inspirational speakers, plus workshops that will give delegates the opportunity to work on identified areas of change that are common to the sector.

BRINGING THE SECTOR TOGETHER

Our 320 members range from the FA and UK Athletics to the Ramblers and Parkour.

ENDORSEMENT AND CREDIBILITY

Over 80 Years experience of promoting the benefits of sport and physical activity.

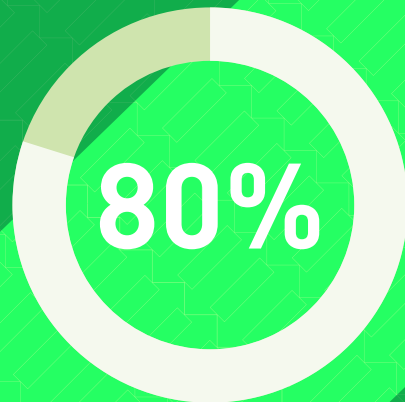


93% of our membership see us as the leading, independent commentator on sport and recreation.

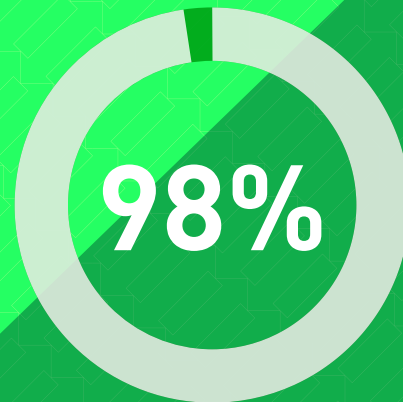
WHY SPONSOR?

SATISFACTION RATE

Alliance Flagship Sponsor Satisfaction Rate



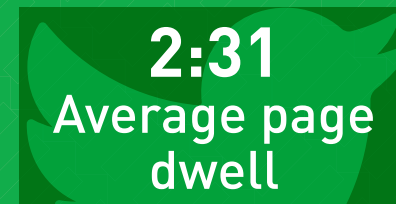
Leadership Convention 2015 Delegate Satisfaction Rate



NPS Score +59

LEADERSHIP CONVENTION MEDIA EXPOSURE

Leadership Convention 2015 specific website content with two-month build up



2015 Twitter engagement with #AllianceLeaders



WHY SPONSOR?

WHAT
PREVIOUS
EVENT
SPONSORS
AND PARTNERS
HAVE SAID:

“Perkins Slade has worked closely with the Alliance for almost thirty years. They have the closest links with National Governing Bodies and provide an outstanding service.”

Richard Doubleday,
Executive Director, Perkins Slade

“If your product or service is of excellent quality and you have a long-term desire to work with and be supportive of the UK Sport and Recreation community, you will find that the Alliance offers you a highly valuable point of access to this market.”

Gary McLeod,
Joint Managing Director, Traveleads

“Really positive day and plenty of conversations that have continued post-event.”

TahDah Verified

WHAT YOU GET

SPONSORSHIP PACKAGES

~~Headline Sponsor~~ (Sold)

▶ Silver Sponsor

(x4 Available) £6,000 + VAT

- Prominent branding
- Blogs and promotion through a variety of Alliance marketing channels
- Sponsorship of workshops and break-out sessions
- Digital integration of branding, including website and event mobile app
- 2 Free delegate passes
- Table hosting with key delegates.

▶ Supporting Sponsor

(x4 Available) £3,000 Plus VAT

- Digital integration of branding, including website and event mobile app
- 2 Free delegate passes
- Blogs and promotion through newsletter and pre-event content.

▶ Extra sponsorship options include

- Drinks reception
- Mobile event app
- Stationery
- Sponsor goody bags

FOR MORE ON HOW TO GET INVOLVED,
PLEASE CONTACT:

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T 020 7976 3903

(Sponsorship package details can be requested separately)