

Leadership Convention Headline Sponsor Package
2nd & 3rd November 2016 – Mercure Manchester Piccadilly Hotel
£3,000 + VAT

2016 Leadership Convention Overview:

For over 80 years the Sport and Recreation Alliance has supported and developed thousands of leaders working in sport and recreation. Like the millions of athletes and participants that they support, the sector can only thrive when these leaders are committed to constantly improving their own professional development and performance.

This is where the Leadership Convention comes in. Our annual flagship event brings together 250 Chairs and Chief Executives from across the sport and recreation sector. Set over two days, it is 'the' forum for sports professionals to develop their expertise and pick-up the latest best practice in strategy, people management and leadership.

To reach our network of influential sports leaders and decision-makers, who between them each deliver to an audience of over 150,000 sports clubs and 8 million participants, the Leadership Convention provides sponsors with an unrivalled opportunity for sponsors to connect and network at the event, whilst also activating a fantastic rights offer over a longer period.

Why Sponsor?

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

- A strong connection with progressive, innovative and inspirational leadership values, under the Alliance's '*Fit for the Future*' banner
- Your company's own initiatives in leadership development and forward-thinking through exhibition space and a rolling exhibitor video
- Digital coverage – 2015's event received over 3,000 page views (2 minutes 30 seconds average time spent on webpage) and widespread Twitter exposure
- 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 Leadership Convention
- Logo placement and one full-page (A5) company biography of the Leadership Convention 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 £780+VAT each (TBC)
- 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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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.