

SILVER SPONSOR PACKAGE

(x4 Available) - £6,000

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

Main Conference Room

- Silver Sponsor company logo prominently features on raised stage backdrop for the duration of the Convention.
- Acknowledgement of support by the Chair or CEO of the Sport and Recreation Alliance in opening and closing address.

Marketing and Event Materials

- Brand logo and digital Agenda hosted on Sport and Recreation Alliance website.
- Silver Sponsor Logo included on footer of agenda.

Sponsorship of Workshops

- Sponsorship of one of four workshop sessions taking place to provide delegates with the practical elements required to implement change.
 - One Silver Sponsor brand per workshop.
 - Opportunity to receive workshop delegate list prior to event to maximise networking opportunity.
 - Sponsor banners (sponsor to bring own banners) placed in workshop room.
 - Digital logo-branding featured on presentation.

Digital Integration

- Silver Sponsor featured in web-based mobile event App, including:
 - Company profile on event app.
 - Company logo on event materials including agenda.
 - The Alliance will send out notifications via the app to remind delegates of specific event information pre, during and post event including reminding them of where the workshop will be taking place.
 - Post-event thank you from sponsor to workshop delegates reminding them of any follow-up actions.

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**SPORT+
RECREATION
ALLIANCE**

MEDIA AND PROMOTIONAL VALUE

The 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 Silver Sponsor logos.

Blogs and Interview

- Option to write two guest blogs for the Sport and Recreation Alliance:
 - Blog suggestions: pre and post event discussing company's opinion on the theme of the Leadership Convention.
 - Practical tips on the theme of the Leadership Convention.
- Interview opportunity with the Sport and Recreation Alliance.

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 Silver Sponsor.

Website

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

Social Media

- Silver Sponsor engagement on Twitter and LinkedIn pre, during and post-event via Alliance handles @sportrectweets.

CORPORATE NETWORKING

Two Free Delegates Passes

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

Delegate list

- Received pre-event.

Table-hosting

- Opportunity to host a dinner table to network with delegates. Invitations can be arranged for targeted networking opportunities via the Alliance, pre-event.
- Opportunity to have brand presence on hosted dinner tables.

➔ CONTACT

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