

Sports Summit Headline Sponsor Package
25th May 2016 – Kia Oval, London
£8,000 + 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.

Headline Sponsorship Activation Offer:

The Sport and Recreation Alliance is offering an exclusive headline sponsorship arrangement, providing one company the opportunity to stamp their identity on the event, ensuring maximum brand exposure across multiple platforms prior to the event and at the Sports Summit itself.

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, insight and income diversification through a keynote speaking opportunity 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

Exclusive Title Sponsorship Acknowledgment

- "The [Company name or Brand] Sports Summit"

On-Stage Speaking Platform Opportunity

- Headline sponsor to provide a keynote speech on how their services and work has, and can, demonstrate how data and insight is used by your company to positively impact upon sport

Event Promotion

- Prominent headline 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 Headline Sponsor of the 2016 Sports Summit
- Logo placement on front cover (A5) of the Sports Summit event programme brochure
- Logo placement and 2-page advert (A5) of the Sports Summit event programme brochure (content to be supplied by headline sponsor)
- An option to set-up an 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)
- Logo placement on name badges
- Headline sponsor credit on all event promotions (from date of signed sponsor agreement)
- Banner branding on all outgoing emails from Alliance staff during the lead-in period of the event (6 weeks)

Website and Social Media

- Front page headline sponsor advert on the Sport & Recreation Alliance website with prominent placing of hyperlinked sponsor logo present on pages relating to the event (from date of signed sponsor agreement)
- Hyperlinked logo and profile on sponsors page of Sport and Recreation Alliance website (from date of signed sponsor agreement)
- Sponsor name mentions via Twitter, Facebook & LinkedIn during the event publicity period (from date of signed sponsor agreement)
- Three blogs (supplied by headline 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 (one blog each month for three months)

Corporate Networking and Client Entertaining

- Three 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
- Introduction to key delegates facilitated by the Sport and Recreation Alliance Chief Executive, Chairman and other senior staff and board members

PR

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

EVENT ETHOS



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.

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