

Bristol 2050 Conference - Spring 2011

Sponsorship Proposal - once-in-a-lifetime opportunity

Main sponsorship x 3 (max) £5000 plus VAT

Overview

The Initiative is developing a "Plan" – a plan of what the Bristol City Region will look like in 2050. Our inspiration for this plan comes from a group of visionary business men in Chicago, who got together a hundred years ago to commission an architect to draw up a plan for their city region.

The Initiative has commissioned David Lock, town planner, to draw up a plan of the Bristol city region to 2050. Working with businesses, local architects, urban designers, town planners and transport experts, they will outline a clear statement about housing, jobs and infrastructure requirements to meet the needs of the area to enable it to continue to develop and grow as the economic powerhouse of the South West.

Andrew Kelly, Author, will then turn this into a book. He will develop a visual and written interpretation of the business vision and will set out to illustrate what this growth would look like, where it would go and how it can be achieved.

Offer

As a sponsor of this event your company will place itself in the spotlight, not only on the day itself, but also during the weeks leading up to the event and after the event via pre and post-event PR activity. This is a unique opportunity to share in the kudos of this event.

Audience

Anticipated attendance - 400 delegates
Predominantly businesses from the greater Bristol region with some businesses expected from further afield - from all across the West of England region and bordering counties such as Devon, Dorset and Gloucestershire because of the unique nature of this project and the implications for the entire region.

Sponsorship Benefits - Main Sponsor x 3 @ £5000 each

Pre Event

- Logo on the e-flyer
- Sponsor acknowledgment on event entry on GWE Business West website
- Bristol 2050 mini website – conference sponsors page with profile, logo or image and link
- Sponsor acknowledgment of event in GWE Business West bi-monthly publication Business Update, average circulation 3,000 copies
- Sponsor acknowledgement on all pre event publicity (specific details can be provided)
- Sponsor acknowledgement and logo on exhibitor and visitor booking confirmation.

During the Event

- Joint branding on the Exhibition Supplement in local press (To be confirmed)
- Profile and logo on the Exhibitor Listing
- Prime position exhibition stand
- Wireless internet connection
- Lunch for exhibition stand attendees (max 2)
- Literature may be displayed

Post Event

- Full list of attendees who have attended the conference (in compliance with Data Protection)
- Joint branding on the evaluation forms
- Inclusion in post-event coverage in GWE Business West Update magazine which is distributed to our 2,000 members
- Inclusion in post-event coverage on our website - www.gwebusinesswest.co.uk