

Subscriber Proposal for Bristol 2050 Book

Once-in-a-lifetime opportunity

Subscribers x 100 (max) Min £1000 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 subscriber to this book you and/or your company will place itself in the spotlight as a forward thinking early adopter of this 40 year vision for the region. This is a unique opportunity to share in the kudos of this long term vision.

Your/your company details will appear in the front pages of the book and benefit from pre and post book launch publicity

Audience

Key decision makers, top level national and local politicians, key agencies and larger businesses. Secondary audience would be the Planner and Architect professions.

Subscriber Benefits

Pre Publication

- Bristol 2050 mini website – sponsors page with profile, image and link
- Subscriber acknowledgment on Partnership page in the Initiative section of GWE Business West's website
- Acknowledgment of subscribers to the book in GWE Business West bi-monthly publication, Business Update, average circulation over 2,000 copies
- Subscriber acknowledgment on pre book launch publicity

Book Launch Event at Bristol 2050 Conference

- 10 hard backed limited edition copies of the book with the opportunity to personalise a message in a slot on the front cover
- Two free tickets to the Bristol 2050 conference which will launch the book
- Acknowledgement in the Supplement in local press (To be confirmed)
- Pull up exhibition stand at the conference/book launch event

Post Book Launch Event

- Full list of attendees who have attended the conference (in compliance with Data Protection)
- Inclusion of all subscribers in post book launch 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