

# 2019 Business Fairs

# Sponsorship Packages Booking Form

Please provide us with the details below in order for us to process your booking of a sponsorship package at one or more of our 2019 events & take advantage of any applicable **Early Bird discounts** (please see **Section 3** below for details and deadlines). We will also use these details to ensure that you are listed correctly in the relevant Event Programme(s).

## 1. Company Details (to be listed in the Event Programme)

Company Name			
Telephone No		Twitter	@
Website			
Please provide a short (approx 50 words) Business Description for use in the Event Programme			

## 2. Contact Details (to enable us to contact you directly)

Contact Name			
Telephone			
E-mail			
Address			

## 3. Sponsorship Package Requirements - more information on all available packages is detailed on page 3. Please tick (✓) items required in the boxes provided

Sponsorship Packages	Early Bird Deadline	Event Programme Sponsor				Workshop Sponsor				Event Bag Sponsor				Lead Sponsor			
		Usual Price	✓	Early Bird	✓	Usual Price	✓	Early Bird	✓	Usual Price	✓	Early Bird	✓	Usual Price	✓	Early Bird	✓
<b>2019 Business Fairs</b>																	
<b>Liverpool</b> Tuesday 19 <sup>th</sup> March, Liverpool FC	Expired 31/12/2018	£995		£895		£1,500		£1,350		£1,950		£1,750		£2,995		£2,695	
<b>Greater Manchester</b> Thursday 11 <sup>th</sup> July, AJ Bell Stadium	30/04/2019	£995		£895		£1,500		£1,350		£1,950		£1,750		£2,995		£2,695	
<b>Wirral &amp; Chester</b> Weds 18 <sup>th</sup> September, New Brighton Floral Pavilion	30/06/2019	£995		£895		£1,500		£1,350		£1,950		£1,750		£2,995		£2,695	
<b>Halton &amp; Warrington</b> Thursday 7 <sup>th</sup> November, Halton Stadium	30/06/2019	£995		£895		£1,500		£1,350		£1,950		£1,750		£2,995		£2,695	
<b>Sub Total</b>		£				£				£				£			

**GRAND TOTAL all prices subject to 20% VAT**

If you have any other special requirements please provide details:



# 2019 Business Fair Sponsorship Packages

<b>Lead Sponsor</b>	<b>Standard Rate</b> £2,995+VAT per event	<b>Early Bird Rate</b> £2,695+VAT per event
<ul style="list-style-type: none"> <li>• 4m x 2m Exhibition Space* in prime location</li> <li>• Logo acknowledgement on registration area signage</li> <li>• Opportunity to display pop up banners around the event (e.g. in registration area, workshop room etc.)</li> <li>• Double page feature/advertisement in Event Programme</li> <li>• Stand alone post event e-mail broadcast sent to approximately 9,000 regional businesses (including exhibitors and visitors at the event) and shared via Social Media</li> <li>• Coloured block promotional article (with links) in general post event e-mail broadcast</li> <li>• Logo acknowledgement on front cover of Event Programme</li> <li>• Opportunity to deliver a Business Workshop as a Keynote Speaker</li> <li>• Literature insert in visitor event bags</li> <li>• Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags</li> <li>• Social Media promotion to highlight your involvement in the event</li> <li>• Logo / acknowledgement on: promotional leaflets, e-mail broadcasting, Press advertising, website acknowledgement and links, social media posts, banners and/or signage, Posters, press releases and any other external advertisements and /or event / visitor materials **</li> </ul>		

<b>Event Bag Sponsor</b>	<b>Standard Rate</b> £1,950+VAT per event	<b>Early Bird Rate</b> £1,750+VAT per event
<ul style="list-style-type: none"> <li>• 3m x 2m Exhibition Space*</li> <li>• Logo / Corporate branding on Environmentally Friendly visitor Event Bags</li> <li>• Literature insert in visitor event bags</li> <li>• Opportunity to provide promotional items (pens, pads etc) for inclusion in the visitor event bags</li> <li>• Full Page Event Programme Advertisement</li> </ul>		

<b>Workshop Sponsor</b>	<b>Standard Rate</b> £1,500+VAT per event	<b>Early Bird Rate</b> £1,350+VAT per event
<ul style="list-style-type: none"> <li>• 3m x 2m Exhibition Space*</li> <li>• Logo acknowledgement on any materials promoting the Workshops</li> <li>• Opportunity to deliver a Business Workshop as a Keynote Speaker</li> <li>• Opportunity to display pop up banners in the Workshop room</li> <li>• Full Page Event Programme Advertisement</li> </ul>		

<b>Event Programme Sponsor</b>	<b>Standard Rate</b> £995+VAT per event	<b>Early Bird Rate</b> £895+VAT per event
<ul style="list-style-type: none"> <li>• 3m x 2m Exhibition Space*</li> <li>• Logo acknowledgement on front cover of Event Programme</li> <li>• Full Page Event Programme Advertisement</li> </ul>		

\* All Exhibition Spaces provided with Sponsorship packages include power, internet access, colour logo Name board, a trestle table and two chairs.

\*\* The final mixture and type of publicity materials used to promote events will vary from event to event, however, the above list is based on a typical marketing campaign.

**For more information on Sponsorship Opportunities please contact Tony Haines at Liverpool BA on 0151 709 8932 or by email to [tony@liverpoolba.com](mailto:tony@liverpoolba.com)**