



SMMT 87th Annual Dinner Sponsorship and Advertising Opportunities

The SMMT's 87th Annual Dinner will take place at the London Hilton, Park Lane on 25 November 2003. Up to 1,000 senior executives from some of the leading organisations in the automotive sector will attend this prestigious event.

Sponsorship opportunities to suit every budget

Sponsorship packages at the Annual Dinner will provide opportunities:

- to raise the profile of a business within the industry;
- to align a business with the debate on a current issue;
- and to meet the key players in the industry.

The wide range of packages on offer can be tailored to meet a sponsor's precise requirements.

The sponsorship packages include:

Headline Sponsorship

£2,000 - £5,000

Issues Sponsorship
Automotive Components Drinks Reception Sponsorship
Sponsorship of Programme Book
Exhibition Space

Under £2,000

Signage Sponsorship

All sponsors get a 30% discount on advertising space in the event programme.

Please read the following descriptions for details of specific sponsorship packages.

Please contact Richard Sargood on 020 7663 3822 or by e-mail at events@flagshipgroup.co.uk to book sponsorship or for more information.

Headline Sponsorship

Building brand recognition in the automotive industry

The SMMT Annual Dinner will generate significant brand awareness opportunities for the headline sponsor, before, during and after the event. The sponsoring organisation will have their name aligned with that of the SMMT.

- Prior to the event, the sponsor's brand will be included on press releases and on any relevant Annual Dinner materials;
- During the event, the sponsor's brand will be displayed prominently, on the screen, in the general foyer, in the Annual Dinner programme and on other branding. The package includes a full-page advertisement in the programme. The sponsor will propose the Vote of Thanks;
- Following the event, the sponsor will be included in further media relations activity and in any published follow-up material.

Price on Application

Sponsorship opportunities between £2,000 - £5,000

Issues Sponsorship

"Own" an automotive issue

Research undertaken in the lead up to the Annual Dinner will be dealing with issues relating to the automotive industry. We are able to offer a flexible package to help sponsors align themselves to a specific, current topic. The package includes a workshop on the day of the event and a full-page advertisement in the programme. Media relations activity by the SMMT will help generate coverage of the various issues.

£4,990 + VAT

Automotive Components drinks receptions

Make maximum use of the networking opportunity

The key networking point of the evening – pre-dinner drinks – offers a chance for sponsors to raise their profile with a specific audience in convivial circumstances. The receptions are attended by between 50 and 100 guests. In addition to branding opportunities and a credit in the event programme, sponsors will be able to welcome the guests to the evening reception.

Per reception £2,000 + VAT

Event programme book

Your brand in every delegate's pocket

The Annual Dinner programme will be given to every guest and will include the Annual Dinner menu, guest list, table plan and advertising, in an attractive, printed A5 document. The package includes a credit in the programme and a full-page advertisement.

£2,490 + VAT

Exhibition / branding positions

Large scale branding opportunities

There are a number of opportunities for exhibiting or branding space in the Ballroom Foyer – the main thoroughfare and the area in which guests will gather for pre and post dinner drinks.

£2,490 + VAT

Sponsorship opportunities under £2,000

Directional Signage

Point them in the right direction

Sponsor's logo will appear on all directional signage

£499 + VAT

Advertising in programme

Contact Flagship Live for current rate card

From £499 + VAT