Sponsorship packages

APCOM Sponsorship **2012**

apcom
association of print and communication managers
public sector

Sponsorship Packages

Platinum Package

As a **Platinum** sponsor your organisation will benefit from:

- Key Sponsor of APCOM Valid for 12 month period (1st Jan - 31st December) and will, where possible, include reference to your support and sponsorship on all APCOM products and events during that period;
- APCOM Website - web sponsorship will attract a high prominence for your organisation, with a banner advertisement including your company logo on both the public and member home pages of the APCOM website, with a direct hyperlink to a web page of your choice. Additional web content will also be available by arrangement;
- Your choice of Award Category at the APCOM Annual Conference and Awards Dinner – 9 to choose from, on a first come basis, to be presented by your company's representative (preference will be given to Platinum and Gold Sponsors in that order);
- 4 free tickets to attend the awards dinner;
- Two single rooms at the chosen Hotel after awards dinner;
- Conference Showcase (Exhibition) 2 Hour slot, including a 3m x 2m exhibition area at the event to promote your organisation;
- Delegate list at conference;
- Conference Branding and 50-word sponsor acknowledgement on pre-event promotional activity;
- Full page colour advert (size dependant on published size) in Conference Brochure;
- Full page colour advert (size dependant on published size) in APCOM Newsletters (3 per annum);
- Acknowledgement & Advert (Advert - size dependant on published size and media used) on APCOM marketing material produced between 1 January and 31st December (includes any recruitment drives);
- Membership lists - list of current members names and companies (authorities) including Delegate at conference list (subject to conditions);
- Substantial networking opportunities;
- 2 free tickets to attend the Network Evening.
- Two single rooms at the chosen Hotel after networking evening;

£6,500

Gold Package

As a **Gold** sponsor your organisation will benefit from:

- Key Sponsor of APCOM Valid for 12 month period (1st Jan - 31st December) and will, where possible, include reference to your support and sponsorship on all APCOM products and events during that period;
- Your choice of Award Category at the APCOM Annual Conference and Awards Dinner – 9 to choose from, on a first come basis, to be presented by your company's representative (preference will be given to Platinum, Gold or Silver Sponsors in that order);
- 4 free tickets to attend the awards dinner;
- Two single rooms at the chosen Hotel after awards dinner;
- Conference Showcase (Exhibition) 2 Hour slot, including a 3m x 2m exhibition area at the event to promote your organisation;
- Delegate list at conference;
- Conference Branding and 50- word sponsor acknowledgement on pre-event promotional activity;
- Full page colour advert (size dependant on published size) in Conference Brochure;
- Full page colour advert (size dependant on published size) in APCOM Newsletters (3 per annum);
- Acknowledgement & Advert (Advert - size dependant on published size and media used) on APCOM marketing material produced between 1 January and 31st December (includes any recruitment drives);
- Membership lists - list of current members names and companies (authorities) including Delegate at conference list (subject to conditions);
- Substantial networking opportunities.

£5,000

Silver Package

As a **Silver** sponsor your organisation will benefit from:

- Your choice of Award Category at the APCOM Annual Conference and Awards Dinner – 9 to choose from, on a first come basis, to be presented by your company's representative (preference will be given to Platinum and Gold Sponsors in that order);
- Conference Showcase (Exhibition) 2 Hour slot, including a 2m x 1m exhibition area at the event to promote your organisation;
- Delegate list at conference;
- Half page colour advert (size dependant on published size) in Conference Brochure;
- 2 free tickets to attend the awards dinner.
- Two single rooms at the chosen Hotel after awards dinner;

£2,500

Sponsorship Opportunities

APCOM is a voluntary not-for-profit organisation that provides unique training and networking opportunities within the public sector

The Association of Print and Communication Managers relies heavily on sponsorship to help deliver its annual agenda.

Sponsorship packages for 2012 include the opportunity to become a key sponsor of APCOM for 12 months (including our website, for platinum sponsors).

APCOM's flagship event is its annual conference and awards dinner. Sponsorship is sought to help cover the cost of providing this event and help where possible in reducing the delegate rates.

We need to secure sponsorship prior to advertising our event.

We also provide additional conference sponsorship opportunities for sponsors who wish to participate in the event at a more limited budget. Packages from £100 - £2,000 are negotiable under the following categories:

Entertainment Sponsor
Networking Evening (1st Night) or Awards Dinner* (2nd night) at £2,000 each. (*Awards Dinner part sponsor)

Wine Sponsor
£1,500

Bar Sponsor
£1,000

Sponsors of entertainment/wine/bar will benefit from branded event signage and 2 tickets to attend the evening of their choice, no accommodation.

Gift sponsor
Package negotiable (gift can be provided by the sponsor).

Prize sponsors
Package negotiable (prize can be provided by the sponsor).

Advertising
Quarter, Half and Full Page (A4) Colour Adverts from £250.

All sponsorship monies must be paid in advance and a letter of guarantee/purchase order number supplied before the 1st December 2011 to ensure your chosen package. Gold and Platinum packages will require payment prior to 1st January, all other sponsors payments will be required by 31st January – failure to pay on time could result in you losing your chosen package.

Further places at the Network Evening, Awards Dinner and hotel can be reserved and will be invoiced accordingly at cost.

Please note that preference of choice for Award Categories will be given to the Platinum and Gold sponsors (in that order) and you may be offered an alternative category.

If you are interested in taking any of these exciting opportunities please complete Parts 1 and 2 and return to:

Mark Barlow
APCOM Immediate President
Blackpool Council, Blackpool Services,
Corporate Print Services, Town Hall, Blackpool, FY1 1NA

mark.barlow@blackpool.gov.uk
Tel: (01253) 478767
Fax: (01253) 478774

PART 1 – Award Categories

Please indicate below a preferred first and second choice award category that you wish to endorse as a sponsor before completing and returning PART 2 of the form overleaf:

1st Choice	2nd Choice	
☐	☐	Best Environmental Award
☐	☐	Best Full-colour Work – Litho
☐	☐	Best Full-colour Work – Digital
☐	☐	Best 1, 2, 3 colour work Litho or Digital

1st Choice	2nd Choice	
☐	☐	Best Creative Graphic Design Award
☐	☐	Best in-house promotion piece
☐	☐	Best Use of Digital Photography Award
☐	☐	Best Finished Product
☐	☐	Best Variable Data Award

Booking Form

PART 2

Contact Name: .....

Company: .....

Address: .....

.....

Postcode: .....

Tel: .....

Fax: .....

e-mail: .....

All sponsorship monies must be paid in advance and a letter of guarantee/purchase order number supplied before the 1st December 2011 to ensure your chosen package. Gold and Platinum packages will require payment prior to 1st January, all other sponsors payments will be required by 31st January – failure to pay on time could result in you losing your chosen package.

Yes I want to support APCOM by booking the following sponsorship package (please tick):

- **Platinum** @ £6500 ☐
- **Gold** @ £5000 ☐
- **Silver** @ £2500 ☐
- **Other** Please state: ☐

Purchase Order No: .....
(Invalid if left blank)

Signed: .....

Package features

	Platinum	Gold	Silver
Key Sponsor of APCOM Valid for 12 month period (1st Jan - 31st December) and will, where possible, include reference to your support and sponsorship on all APCOM products and events during that period;	■	■	
APCOM Website - web sponsorship will attract a high prominence for your organisation, with a banner advertisement including your company logo on both the public and member home pages of the APCOM website, with a direct hyperlink to a web page of your choice. Additional web content will also be available by arrangement;	■		
Your choice of Award Category at the APCOM Annual Conference and Awards Dinner 2012 on a first come basis, to be presented by your company's representative (preference will be given to Platinum and Gold Sponsors in that order);	■	■	■
Two single rooms at the chosen Hotel (1st night)	■		
2 free tickets to attend the Network Evening (1st night)	■		
4 free tickets to attend the awards dinner (2nd night)	■	■	
2 free tickets to attend the awards dinner on (2nd night)			■
Two single rooms at the chosen Hotel (2nd night)	■	■	■
Conference Showcase (Exhibition) 2 Hour slot including a 3m x 2m exhibition area at the event to promote your organisation;	■	■	
Conference Showcase (Exhibition) 2 Hour slot including a 2m x 1m exhibition area at the event to promote your organisation;			■
Delegate list at conference.	■	■	■
Conference Branding and 50-word sponsor acknowledgement on pre-event promotional activity;	■	■	
Full page colour advert (size dependant on published size) in Conference Brochure;	■	■	
Half page colour advert (size dependant on published size) in Conference Brochure;			■
Full page colour advert (size dependant on published size) in APCOM Newsletters (3 per annum);	■	■	
Acknowledgement & Advert (Advert - size dependant on published size and media used) on APCOM marketing material produced between 1 January and 31st December (includes any recruitment drives);	■	■	
Membership lists - list of current members names and companies (authorities) including Delegate at conference list (subject to conditions);	■	■	
Substantial networking opportunities.	■	■	■

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