

APCOM Sponsorship Packages

2020



Sponsorship Packages

Premium Partner Package (12 months)

As a **Premium Partner** sponsor your organisation will benefit from: *(12 month sponsorship - full event)*

- 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 – categories on a first come basis, to be presented by your company's representative (preference will be given to Premium Partner, Partner or Supporter in that order);
- 4 free tickets to attend the awards dinner;
- 2 free tickets to attend the Network Evening.
- Two single rooms at the chosen Hotel both evenings;
- Conference Showcase (Exhibition) 2 Hour slot, including a 3m x 2m exhibition area at the event to promote your organisation;
- Conference Branding and 50-word sponsor acknowledgement on pre-event promotional activity;
- Full page colour advert (size dependant on published size) in Conference Brochure and 100 word acknowledgement;
- Full page colour advert (size dependant on published size) in APCOM Newsletter;
- 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; including the opportunity to host an Apcom Training/Seminar/Workshop event at a location of your choice. **Subject to conditions*.**

Priority will be given to Premium Partner level sponsors on events and award categories.

£5,000

Partner Package (12 months)

As a **Partner** sponsor your organisation will benefit from: *(12 month sponsorship - full event)*

- 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 – categories on a first come basis, to be presented by your company's representative (preference will be given to Premium Partner, Partner or Supporter in that order);
- 2 free tickets to attend the awards dinner;
- 2 free tickets to attend the Network Evening.
- Two single rooms at the chosen Hotel both evenings;
- Conference Showcase (Exhibition) 2 Hour slot, including a 3m x 2m exhibition area at the event to promote your organisation;
- Conference Branding and 50-word sponsor acknowledgement on pre-event promotional activity;
- Full page colour advert (size dependant on published size) in Conference Brochure and 50 word acknowledgement;
- Full page colour advert (size dependant on published size) in APCOM Newsletters;
- 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; including the opportunity to host an Apcom Training/Seminar/Workshop event at a location of your choice. **Subject to conditions*.**

£4,000

Supporter Package (Conference only)

As a **Supporter** sponsor your organisation will benefit from: *(Showcase/Awards Dinner)*

- Your choice of Award Category at the APCOM Annual Conference and Awards Dinner – categories on a first come basis, to be presented by your company's representative (preference will be given to Premium Partner, Partner or Supporter in that order);
- Conference Showcase (Exhibition) 2 Hour slot, including a 2m x 1m exhibition area at the event to promote your organisation;
- 2 free tickets to attend the awards dinner.
- Delegate list at conference;
- Half page colour advert (size dependant on published size) in Conference Brochure and 50 word acknowledgement;
- Two single rooms at the chosen Hotel after awards dinner;

Please note: Supporter sponsors will not be able to book extra spaces, limited to 2 only.

£3,000

Sponsor Package (Conference only)

As a **Sponsor** your organisation will benefit from: *(Showcase only)*

- Conference Showcase (Exhibition) 2 Hour slot, including a 2m x 1m exhibition area at the event to promote your organisation;
- Half page colour advert (size dependant on published size) in Conference Brochure;
- 50-word acknowledgement in conference brochure.

Please note: Sponsors will be able to book max 2 spaces at Awards dinner (extra cost).

£1,500

***Sponsor Event – Limited to 1 per Premium Partner/Partner sponsor per annum, only 2 events per year, on a first come basis.**

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 **2020** include the opportunity to become a key sponsor of APCOM for 12 months (including our website, for Premium Partner 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:

Network Evening (1st Night) – @ £2,000 (Full Sponsor)

Awards Dinner (2nd Night) – @ £2,000 (Part Sponsor)

Sponsors of entertainment 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 2019** to ensure your chosen package. Premium Partner and Partner packages will require payment prior to 1st January, all other sponsors payments will be required by 31st May – failure to pay on time could result in you losing your chosen package.

Premium Partner and Partner sponsor can reserve further places for the Network Evening, Awards Dinner and hotel which will be invoiced accordingly at cost.

Please note that preference of choice for Award Categories will be given to the Premium Partner, Partner and Supporter 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 via email to:

admin@apcom.org.uk

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

1st
Choice

2nd
Choice

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Best Finished Product |
| <input type="checkbox"/> | <input type="checkbox"/> | Best Full-colour Work – Digital |
| <input type="checkbox"/> | <input type="checkbox"/> | Best 1, 2, 3 colour work – Litho or Digital |
| <input type="checkbox"/> | <input type="checkbox"/> | Best In-house Promotion Piece |
| <input type="checkbox"/> | <input type="checkbox"/> | Best Full-colour Work – Litho |

- | | | |
|--------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Best Cross Media |
| <input type="checkbox"/> | <input type="checkbox"/> | Best Creative Graphic Design |
| <input type="checkbox"/> | <input type="checkbox"/> | Best Wide Format |
| <input type="checkbox"/> | <input type="checkbox"/> | Best Digital Photography |
| <input type="checkbox"/> | <input type="checkbox"/> | Best Web Site Design |

Booking Form

PART 2

Contact Name:

Company:

Address:

.....

Postcode:

Tel:

e-mail:

All sponsorship monies must be paid in advance and a letter of guarantee/purchase order number supplied before the **1st December 2019** to ensure your chosen package. Premium Partner and Partner packages will require payment prior to 1st January, all other sponsors payments will be required by 31st May – 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):

Premium @ £5000 - 12 months

Partner @ £4000 - 12 months

Supporter @ £3000 - Conference

Sponsor @ £1500 - Showcase Only

Other Please state:

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

Signed:

Package features

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 on a first come basis, to be presented by your company's representative (preference will be given to Premium Partner and Partner Sponsors in that order);

Two single rooms at the chosen Hotel (1st night)

2 free tickets to attend the Network Evening (1st night)

Two single rooms at the chosen Hotel (2nd night)

4 free tickets to attend the awards dinner (2nd night)

2 free tickets to attend the awards dinner on (2nd night)

Conference Showcase (Exhibition) 2 Hour slot including a 3m x 2m exhibition area at the event to promote your organisation; (with possibility of extended showcase)

Conference Showcase (Exhibition) 2 Hour slot including a 2m x 1m exhibition area at the event to promote your organisation; (with possibility of extended showcase)

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;

100 word sponsor acknowledgement in Conference brochure

50 word sponsor acknowledgement in Conference brochure

Full page colour advert (size dependant on published size) in APCOM Newsletters;

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.

Opportunity to host Executive Committee/member Event

Promotion of **YOUR** Events

	Premium Partner	Partner	Supporter	Sponsor
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 on a first come basis, to be presented by your company's representative (preference will be given to Premium Partner and Partner Sponsors in that order);	■	■	■	
Two single rooms at the chosen Hotel (1st night)	■	■		
2 free tickets to attend the Network Evening (1st night)	■	■		
Two single rooms at the chosen Hotel (2nd night)	■	■	■	
4 free tickets to attend the awards dinner (2nd night)	■			
2 free tickets to attend the awards dinner on (2nd night)		■	■	
Conference Showcase (Exhibition) 2 Hour slot including a 3m x 2m exhibition area at the event to promote your organisation; (with possibility of extended showcase)	■	■		
Conference Showcase (Exhibition) 2 Hour slot including a 2m x 1m exhibition area at the event to promote your organisation; (with possibility of extended showcase)			■	■
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;			■	■
100 word sponsor acknowledgement in Conference brochure	■			
50 word sponsor acknowledgement in Conference brochure		■	■	■
Full page colour advert (size dependant on published size) in APCOM Newsletters;	■	■		
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.	■	■	■	■
Opportunity to host Executive Committee/member Event	■	■		
Promotion of YOUR Events	■	■		