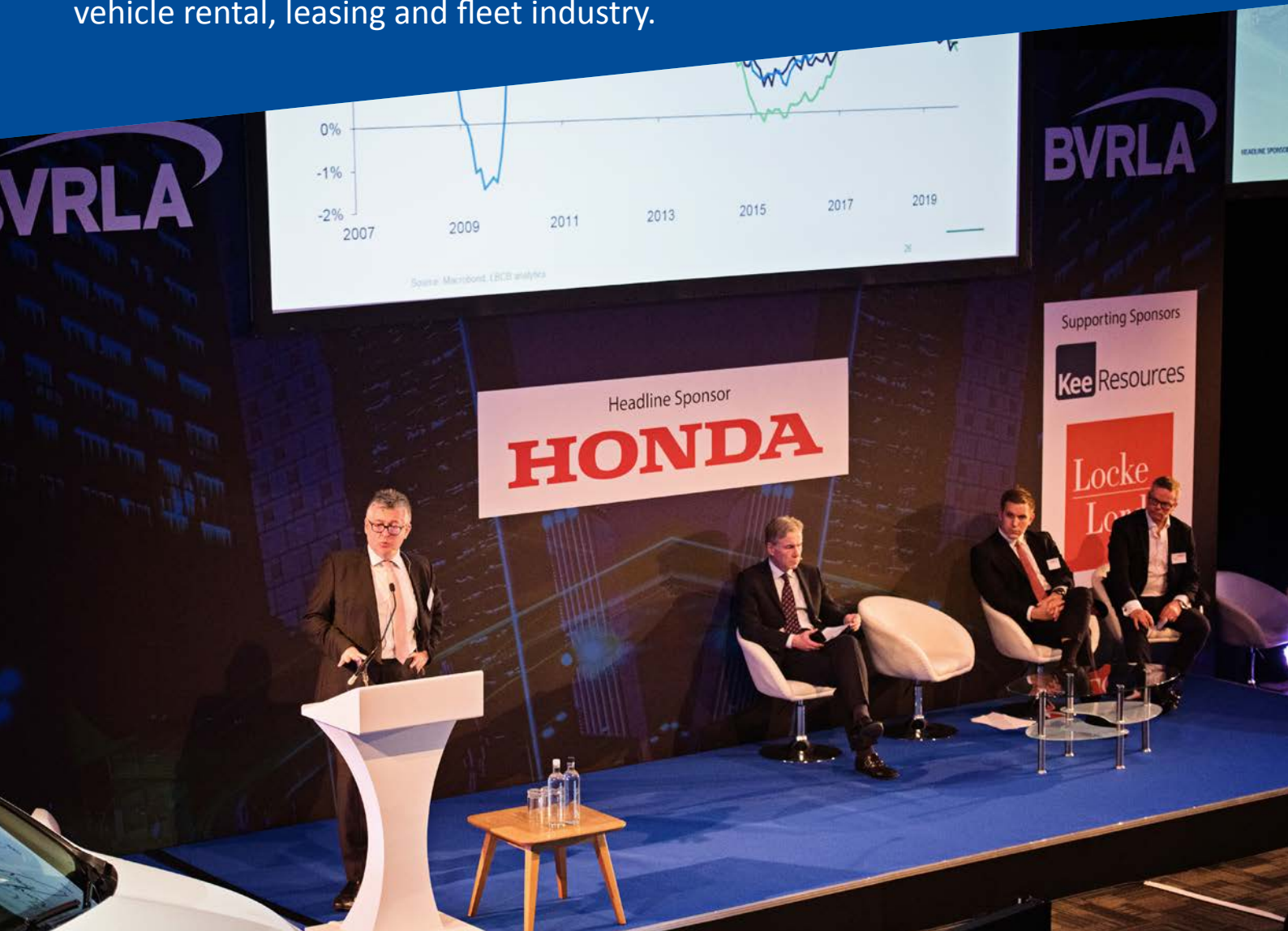


# Brand Partnership Opportunities

## 2021

**Digital advertising · Sponsorship · Thought leadership**

Connecting your brand to the key decision makers in the vehicle rental, leasing and fleet industry.



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## About the BVRLA

Established in 1967, the BVRLA is the UK trade body for companies engaged in vehicle rental, leasing and fleet management.

Its 970+ member organisations are collectively responsible for a combined fleet of over four million cars, vans and trucks, one in ten of all vehicles on UK roads.

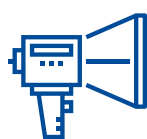
“92% of members say that the BVRLA provides status and credibility to their organisation.”  
2020 Member Survey

## Brand Partnership Offering

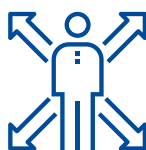
We are delighted to introduce a wider, more flexible range of digital advertising, sponsorship and thought leadership brand partnership opportunities for 2021. With improvements made to our website, a new video interview channel and new digital events, the BVRLA has increased the opportunities available to brand partners. The full range of opportunities are listed on page 7.



align yourself and your brand with a trusted and influential UK trade body



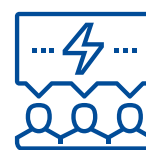
showcase your brand, products and services



raise your profile



network with key players and decision-makers in the industry



join the conversation and share your views on the industry's hot topics

## The more you do, the more you save!

Select THREE brand partnerships to become a **GOLD Brand Partner** and get 40% OFF



Select TWO brand partnerships to become a **SILVER Brand Partner** and get 35% OFF



All BVRLA members qualify to become a **BRONZE Brand Partner**, getting 30% OFF

“74% of BVRLA members see a greater value in making customers aware that they are BVRLA members and are proud to be part of the association.”  
2020 Member Survey

## Digital advertising

The BVRLA's digital advertising opportunities include:



- > Website banners
- > Email banners
- > Advert in newsletter

## Newsletter advert

Published bi-annually, *BVRLA News* is the association's 16-page newsletter carrying a maximum of two pages of adverts.

It is published on the BVRLA website, sent out electronically to a distribution list of over 7,000 and is shared by larger member organisations on their intranets.



**Artwork** must be supplied as both a print-ready PDF, 300 dpi CMYK full colour with bleed plus a digital version without bleed.

**Advert size:** Type area: 190mm (h) x 800mm (w).  
Trim size: 210mm (h) x 297mm (w).  
Bleed area: 216mm (h) x 303mm (w).

*Adverts can be placed on the inside front cover or outer back page, subject to availability and content suitability.*

## Website banner

Each banner advert runs for twelve weeks.



Artwork must be supplied as a JPEG, PNG or GIF file with an image resolution of 72 dpi.

Banner size is 100 (h) x 800 (w) pixels.

*Adverts run along the bottom of the assigned web page, subject to availability and content suitability.*

## Email banner



Each email banner advert runs for two weeks in the BVRLA Weekly Update email going to all members and others signed-up to receive News and Insight from the BVRLA.

**Artwork** must be supplied as a JPG, PNG or GIF file with an image resolution of 72 dpi.

Banner size is 100 (h) x 500 (w) pixels.

*Adverts run along the bottom of the email. The specific email date is subject to availability and content suitability.*



## Sponsorship

There are a number of opportunities for sponsorship at BVRLA key events throughout the year. All sponsors will have their brand promoted on all event material and event-related communications.



### Webinar partner

For either the Fleets in Charge or Industry Outlook webinar series, an opportunity to present industry insights and thought-leadership, either with a standalone presentation or as part of a panel discussion. Your branding on webpage and live event.

### Conference networking partner



Your organisation will be billed as the sole partner for the networking throughout the conference. Dedicated branding opportunities in the networking area and option to host a pre- or post-conference networking reception.



### Exhibition stand

As an exhibitor, you will be showcasing your brand in front of conference delegates and speakers – a terrific networking opportunity during lunch and coffee breaks. Allocated on a first come first served basis.

### Headline sponsor



Organisations will receive significant branding opportunities before, during and after the event. There will be opportunity to participate as a panellist, sharing expert views on a specific topic, be interviewed for a research report and participate in video content shared on BVRLA YouTube channel.



### Sponsor feedback:

“ An excellent event, well attended. We were very happy with the event and that DSSL will be very keen to take part and present in the future. The impact of some of the tech mentioned at the event is already being delivered with ODO and into our rapidly growing broker customers and it was refreshing to see the BVRLA with their finger clearly on the pulse!! ”

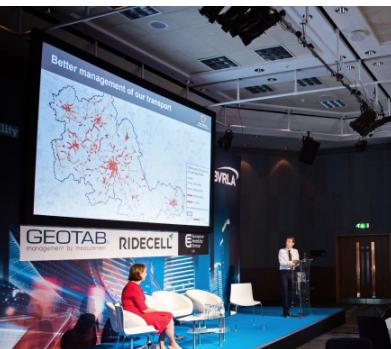
Drive Software Solutions at Leasing Broker Conference 2019

### Supporting sponsor



Your opportunity to showcase your company brand leading up to and at the event. There will be the opportunity to sponsor/ chair a specific session on the agenda and advert placement in the delegate brochure.

## Sponsorship opportunities are available at the following events during 2021:



- 7 October > Fleets in Charge Conference
- 13 October > Parliamentary Reception
- 21 October > Leasing Broker Conference

In-person events may be subject to change due to Covid-19 pandemic restrictions.



### Fleets in Charge Conference, Online

The inaugural 2020 Fleets in Charge digital conference saw Transport Secretary Grant Shapps MP and Business Minister Nadhim Zahawi MP addressing around 500 BVRLA members and guests.

BVRLA Chief Executive Gerry Keaney unveiled the industry's updated 2020 Plug-in Pledge, outlining the vehicle rental, leasing and fleet industry's commitment to owning and operating around 900,000 Battery Electric Vehicles (BEVs) within five years.

### Parliamentary Reception, London

Held in the prestigious Terrace Pavilion at the House of Commons, the reception is a wonderful opportunity to network with peers, speak with MPs & stakeholders and hear updates on the work of the association.

In 2019, over 200 MPs, officials, stakeholders and members attended the reception, which saw the BVRLA promote the good work of the sector, increase the visibility of the industry with decision makers, as well as to highlight areas where more support is needed from government.

### Leasing Broker Conference, London

The leasing broker community is a vital link in the automotive supply chain. The BVRLA has over 300 leasing brokers members who are responsible for over 1.2 million vehicles on personal contracts.

This dedicated one-day conference will bring together over 100 leasing broker members to share ideas and common issues faced in today's more highly regulated industry, network with peers and hear from expert speakers on a range of important topics affecting their businesses.



## Thought leadership

Members, partners and industry experts share knowledge, views and opinion on a range of topics of interest to the vehicle rental, leasing and fleet industry. As well as invited guests, there are also opportunities for brand partners to share their views and expertise:

### BVRLA Blog partner



The *BVRLA Blog*: An expert view shares knowledge, expertise and views of subject specialists and industry experts covering a range of topics of interest to those operating in, or engaging with the vehicle rental, leasing and fleet sectors.

The Blog is not a platform for sales messages or business promotion. BVRLA Bloggers are provided with social media graphics to promote the blog via their own channels. These are also included in the Communications Toolkit encouraging others to share the blog.

Each blog is a maximum 600-words opinion piece hosted on the BVRLA website. It is also promoted via the Weekly Update email and the BVRLA's social media channels.

*Blog brand partnership opportunities are subject to availability and content suitability. BVRLA Bloggers are invited guests as well as brand partners.*

### BVRLA Interview partner



The *BVRLA Interview*: An expert view enables members, partners and industry experts speak to the BVRLA, sharing their knowledge, views and opinions in a range of insightful interviews.

Sharing the stage with other esteemed BVRLA Interviewees are subject specialists and industry experts working for, with or alongside the association including BVRLA members, partners and other key influencers with ideas and insights worth sharing.

It is not a platform for sales messages or business promotion, but more an opportunity to position yourself as a thought leader, boost your profile and align yourself with one of the UK's leading automotive trade bodies.

*Interview brand partnership opportunities are subject to availability and content suitability. Interviewees are invited guests as well as brand partners.*

### LinkedIn partner

**Brand partner opportunity** to publish a thought leadership post on the [BVRLA LinkedIn channel](#), directing followers to brand partners' own content hosted on their own website.

### Conference video content partner

**Partner co-branding** involvement showcased at an event and displayed on the [BVRLA YouTube channel](#).



### BVRLA Conference speaker: five points in five minutes

Your opportunity to address the delegates at one of the annual flagship conferences, showcasing your organisation's brand, products and services in your address.

# 2021 Prices

Members committing to multiple brand partnerships benefit from discounts of up to 40%.

## **GOLD Brand Partner – 40% discount**

Select THREE brand partnership opportunities:

One from each of the digital advertising, sponsorship and thought leadership options.

## **SILVER Brand Partner – 35% discount**

Select TWO brand partnership opportunities:

One from the sponsorship option, *plus* one from either the digital advertising or thought leadership options.

**BVRLA members receive 30% discount** on all digital advertising, sponsorship and thought leadership opportunities.

Digital advertising options	Member Prices (30% discount applied)
Banner advert on one weekly update email x 2 weeks	£350
Banner advert on one website page x 12 weeks	£650
Full page advert in BVRLA News (inside page)	£825
Full page advert in BVRLA News (outside back page)	£1,000

Sponsorship options	Member Prices (30% discount applied)
Webinar partner	£1,000
Exhibition stand at a BVRLA conference	£1,400
Conference networking partner	£3,000
Supporting sponsor of a BVRLA conference	£6,000
Headline sponsor of a BVRLA conference	£10,500

Thought leadership options	Member Prices (30% discount applied)
BVRLA Blog or BVRLA Interview partner	£350
BVRLA LinkedIn partner	£450
BVRLA conference speaker: five points in five minutes	£1,050
Conference video content partner (displayed on BVRLA YouTube channel)	£3,000