

# Brand Partnership Opportunities

## 2020

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 980+ member organisations are collectively responsible for a combined fleet of over five million vehicles, which is 1-in-8 cars, 1-in-5 vans and 1-in-5 trucks on UK roads.

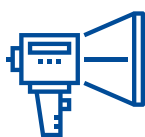
“ 91% of members say that the BVRLA provides status and credibility to their organisation. ”  
2018 Member Survey

## New Brand Partnership Offering

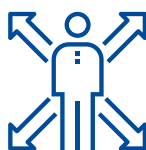
We are delighted to introduce a wider, more flexible range of digital advertising, sponsorship and thought leadership brand partnership opportunities for 2020. With the launch of a new website, a new blog channel and a new industry conference in 2019, the BVRLA has increased the opportunities available 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



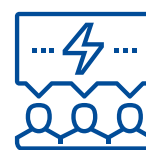
showcase your brand, products and services



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% agree that it is important to have access to advertising and sponsorship opportunities. ”  
2018 Associate Member Survey



## Digital advertising

The BVRLA's digital advertising opportunities include:



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

## Newsletter advert

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

Copies are sent to over 500 member organisations and are distributed at BVRLA's key events.

It is also published on the BVRLA website, sent out electronically 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

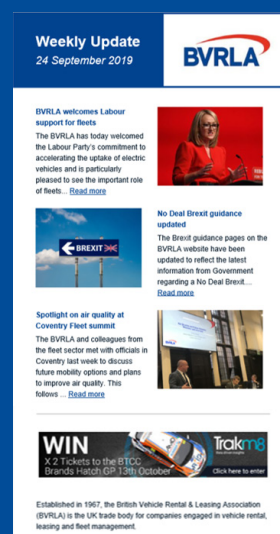
Each banner advert runs for twelve weeks.



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.



### 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.

### 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.



### 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.

### 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.



## What our sponsors say:

“ We sponsored this event to offer our support to members that were seeing a growth in electric vehicle leasing sales. The event had a great turn out and it was great to see many familiar faces and to meet new ones – a fruitful day. ”

chargedEV at Leasing Broker Conference 2019

“ Logos and branding were spot on and I am very happy with everything. I very much appreciate your efforts, and you and all at the BVRLA should give yourselves a good pat on the back for a job well done. ”

MS Automotive at Annual Dinner 2019

“ 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

“ Great networking and information finding event, a must for any player in the industry. ”

Vodafone Automotive at Industry Outlook Conference 2018



## Sponsorship opportunities are available at the following events during 2020:



- 5 March > Annual Dinner
- 20 May > Leasing Broker Conference
- 2 July > Future Mobility Congress
- 3 December > Industry Outlook Conference



### Annual Dinner, London

Held in March each year at the London Hilton on Park Lane, the Annual Dinner is widely acclaimed as the friendliest, funniest and most looked-forward to event on the rental and leasing industry calendar.

With top entertainment, wonderful food and networking opportunities – this event is not one to be missed.

### Leasing Broker Conference, London

A one-day conference to bring together individuals within leasing broker membership of the BVRLA, to network with peers and hear from expert speakers on important topics affecting their businesses.

### Future Mobility Congress, Birmingham

The increasing devolution of transport in the UK has massive implications for the fleet sector. Air quality, congestion and road safety are priorities for the Mayor of London, the seven new Metro Mayors and dozens of other cities across the UK. Dealing with these urban mobility issues represents both the biggest challenge and the biggest opportunity facing the vehicle rental, leasing and car club sectors.

The congress explores the way new technology, supply chains and business models are tackling today's urban transport challenges.

### Industry Outlook Conference, Gaydon

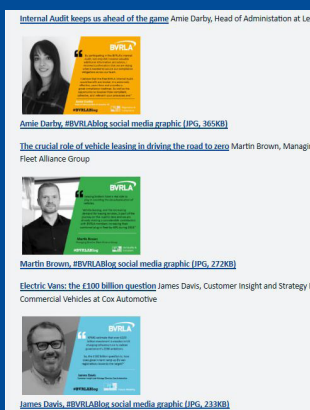
Times are changing, and fast. The vehicle rental and leasing industry is at the centre of a revolution in transport technology and new mobility solutions.

The Industry Outlook Conference provides a unique environment where delegates can hear from an exciting range of thought leaders, forecasters and analysts. There is the opportunity to debate and share these ideas with more than 200 of your peers from across the vehicle rental and leasing sectors.

## 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 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.

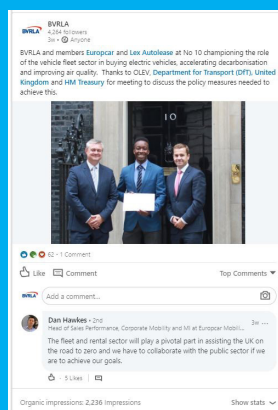
The Blog is not a platform for sales messages or business promotion. BVRLA Bloggers are provided with

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 via the BVRLA's LinkedIn channel.

*BVRLA Blogs are published weekly and brand partnerships are subject to availability and content suitability. BVRLA Bloggers are invited guests as well as brand partners.*

### BVRLA LinkedIn partner



LinkedIn is one of the association's fastest growing digital channels, attracting around 200 new followers every month.

Each week, we give a brand partner the opportunity to publish a thought leadership post on the BVRLA LinkedIn channel, directing followers to brand partners' own content hosted on their own website. The post will be scheduled to

go out three times during the week.

**LinkedIn social graphic** must be supplied as a JPG, PNG or GIF file with an image resolution of 72 dpi. Colour profile must be RGB.

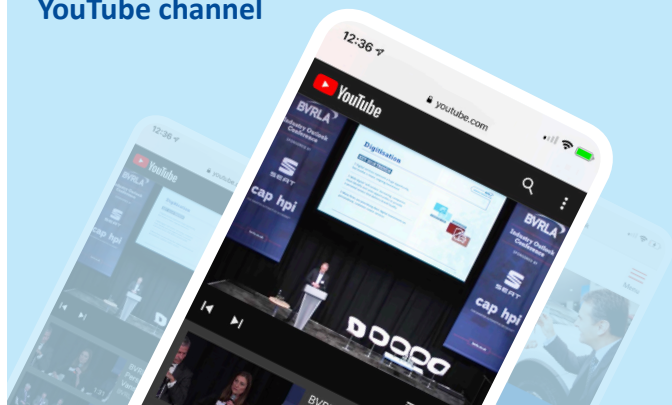
**Size** is 736 (h) x 1104 (w) pixels.

*LinkedIn partnerships are subject to availability and content suitability.*

[www.linkedin.com/company/bvrla](http://www.linkedin.com/company/bvrla)

### Conference video content partner

**Partner co-branding** involvement showcased at the event and displayed on the **BVRLA YouTube channel**



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

Your opportunity to address the 200+ delegates at one of the annual flagship conferences, showcasing your organisation's brand, products and services in your address.

# 2020 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)
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
Various sponsor packages at Annual Dinner	Price upon application

Thought leadership options	Member Prices (30% discount applied)
BVRLA Blog 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