



Your opportunity to be involved in the BVRLA Annual Dinner 2020. Connect your brand with the key decision makers of the rental and leasing industry at the social event of the year.

BVRLA Annual Dinner: 5 March 2020

Venue: London Hilton on Park Lane, W1k 4BE



The Event

Recognised as a fantastic opportunity to socialise with old friends, entertain customers and make new contacts. On behalf of its 900+ member organisations, the BVRLA works with governments, public sector agencies, industry associations, consumer groups and other stakeholders across a wide range of road transport, environmental, taxation, technology and finance-related issues.

BVRLA members are responsible for a combined fleet of over five million cars, vans and trucks on UK roads, that's 1-in-8 cars, 1-in-5 vans and 1-in-5 trucks. The vehicle rental and leasing industry supports over 465,000 jobs, adds £7.6bn in tax revenues and contributes £49bn to the UK economy each year.

In 2019, it was attended by over 900 members and their guests. 'Pub Landlord' Al Murray entertained the crowd and guests raised over £10,000 for automotive charity BEN.

What did people say about the event in 2019?

'Thank you very much for a great evening on Thursday. It was a resounding success for BVRLA. Congratulations to everyone involved in the planning.'

'Just wanted to congratulate you and the team for a great night, thoroughly enjoyed it.'

'We had a super time. 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.'

'Well done to you and the team for organising another successful and fabulous BVRLA Annual Dinner - it was incredibly smooth and professional.'

'Just wanted to say I thought last night was really well run - it was an enjoyable evening!'

'Great event and demonstrates the depth of businesses involved in the BVRLA and wealth of talent.'

'The best BVRLA dinner I've been to yet, such a good night with quality team members, clients and industry friends (old and new!).'

Photos from our 2019 event can be viewed [online](#) and a highlights video is available to view on the [BVRLA YouTube Channel](#).

Sponsorship Packages

1. Pre-Dinner Reception (Harvest Suite/Wellington Room) – in the region of £7,000

Sponsorship of the main pre-dinner reception in the Hilton's Wellington Room, which overlooks Park Lane and Hyde Park which runs from 18:30 until dinner is called at 20:00. Around 800 BVRLA members and their guests assemble in this room prior to being called to dinner. You will be able to brand, decorate and host this room with the assistance of BVRLA.

2. Audio visual system – in the region of £6,000

Your company logo will feature on all the slides of the BVRLA Annual Dinner presentation, which is shown throughout the evening, alternating with recorded video of the guests arriving, except when there is live video of the speeches.

3. Grand Ballroom lighting and effects – in the region of £6,000

Sponsorship of the lighting and effects used to illuminate the lavish ballroom at the Hilton on Park Lane. Your company logo will be prominently displayed on two 42-inch plasma screens behind the stage throughout the evening.

4. Dinner (Networking) Brochure - in the region of £8,000

Sole billing on the front of our dinner brochure, as well as its preferred location for a full-page advert inside. Distributed to each of our 900+ guests, the brochure contains a guide to the evening's proceedings, a menu and seating plan. This glossy 30+ page publication is a popular souvenir of the evening and is read and taken home by many guests.

5. Table Decorations – in the region of £9,000

Corporate branding will appear on the table numbers and feature on all 90-plus tables in the main banqueting hall.

6. Post-dinner Entertainment in Harvest Suite – in the region of £15,000

Opportunity to display products at this venue, where there are several options to engage with the 1,000 expected guests. We will work with you and the hotel management to ensure the display works to best advantage. We can also provide an array of entertainment including themed bar, magicians, musicians, casino and other entertainment in the Harvest Suite and Ballroom Foyer. There is an opportunity to brand the suite/foyer and we can explore any other entertainment or activities you would like to consider in keeping with your budget.

7. Wine - in the region of £8,500

Corporate branding will be positioned prominently, with bottle collars on the complimentary wine positioned on all tables around the room.

8. Seating plans – in the region of £10,000

Sponsorship of the seating plans would see corporate-branded seating plans featured prominently on plasma TV screens and printed boards in the main receptions and ballroom foyer area.

9. Presentation of BVRLA Achievement Awards - in the region of £6,000

Corporate partner for the BVRLA Industry Achievement Awards, as well as having your branding associated with the awards, you will be asked to help hand over the prizes on the night. These long running awards recognise the best-performing students from our Rental Operator Skills examinations and our Professional Fleet Consultant Development Programme.

10. Menu Cards - in the region of £6,000

Corporate branding of the 8-page menu cards which are distributed on every table. We will work with you to put some suitable editorial message in these.

All sponsorship packages include the following:

- A table of ten places (worth £2,900+VAT)
- A full-page ad in the Dinner brochure
- Great table position in the centre of the ballroom towards the stage
- Corporate branding on all pre-dinner marketing material
- Corporate branding in the evening's rolling big-screen presentation
- A large bottle of champagne on the table for your guests
- Entry for you and your guests to the Drinks Reception, Crystal Palace Suite
- A thank you in the Chairman's speech
- Post-event photos and brand inclusion in highlights video

Contact: events@bvrla.co.uk