

# THE RADIO ACADEMY

## Sponsorship 2010

The Radio Academy, 5 Market Place, London, W1W 8AE  
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THE RADIO ACADEMY HALL OF FAME



MASTERCLASSES PRESENT



TECHCON



RADIO FAIR



RadioFestival2010  
Manchester | #radfest10



RADIO AT THE EDGE  
THE RADIO ACADEMY



## Radio Festival 18<sup>th</sup> – 20<sup>th</sup> October, Manchester

The Radio Festival is the focal point of the radio industry's year. It attracts top executives, producers and presenters from the BBC, commercial and community radio sectors for a three day programme of keynote speeches, panels, workshops and demonstrations designed to celebrate UK radio and discuss its future. It features a special one-day conference for engineers and technicians (TechCon), a student event (Foot In The Door) and a gala dinner. There are also other events surrounding the main conference venue including live music and clubs where delegates can network with industry colleagues. Over 400 people from the radio industry and beyond will be there offering a range of sponsorship opportunities for your business.



# Sponsorship & Advertising Booking Form

## Contact Details

**Name:**

**Job Title:**

**Company Name:**

**Company Address:**

**Tel:**

**Email:**

### Title Sponsor - Festival (£30,000)

Please tick

- Exclusive title sponsorship
- 2 delegate bag inserts
- Logo on front cover of programme
- 4 free delegate places
- Logo on all marketing materials (incl website, newsletter, flyers etc)
- Advert in Festival programme (Outside back cover, full colour, A4)
- Logo on hanging banners throughout conference venue (subject to venue restrictions)

### Title Sponsor - TechCon (£4,000)

Please tick

- Exclusive event sponsorship branded 'in association with...'
- 1 delegate bag inserts
- 2 free delegate places for TechCon
- 1 reduced rate Festival delegate place
- Logo on all marketing materials (incl website, newsletter, flyers etc)
- Advert in Festival programme

### Title Sponsor - FITD (£1,000)

Please tick

- Exclusive event sponsorship branded 'in association with...'
- 1 delegate bag insert
- Logo on all marketing materials (incl website, newsletter, flyers etc)
- Branding in refreshment breaks
- ½ page Advert in Festival programme

~~**SOLD**~~

### Delegate Badges/Lanyards (£3,000)

Please tick

- Logo on lanyards and badges for all Festival delegates, crew and speakers.
- 1 free delegate place
- 1 delegate bag insert
- Advert in the Festival programme
- Logo in the programme

~~**SOLD**~~

### Delegate Bags (£3,000 + cost of bags)

Please tick

- Logo on delegate bags
- 1 free delegate place
- 1 delegate bag insert
- Advert in the Festival programme
- Logo in the programme

### Festival 'Extra' Room Sponsorship (£2,500)

- Exclusive room sponsorship.
- 1 free delegate place
- 1 delegate bag insert
- ½ page advert in the Festival programme
- Logo in the programme

Please tick

### Festival 'Cafe' Sponsorship (£2,500)

- Exclusive room sponsorship.
- 1 free delegate place
- 1 delegate bag insert
- ½ page advert in the Festival programme
- Logo in the programme

Please tick

### Lunch x 2 (£2,000 each\*)

- 1 delegate bag insert
- Logo in programme schedule
- Branding at conference venue (NB – this is not an exclusive branding opportunity)
- Acknowledgement in the programme

\*Discounted price of £3,700 and 1 free Festival delegate place if both days taken

Monday  
 Tuesday  
 Both

**SOLD**

### Signage (£1,000)

- Logo on all Radio Festival signage
- 1 delegate bag insert
- Logo in the programme

Please tick

### Wednesday Breakfast (£1,000)

- 1 delegate bag insert
- Logo in programme schedule
- Option to provide branded mugs (sponsor to provide)
- Branding at conference venue (NB – this is not an exclusive branding opportunity)
- Acknowledgement in the programme

Please tick

### Networking Breaks (£700 each\*)

- 1 delegate bag insert
- Logo on programme schedule
- Option to provide branded mugs
- Branding at conference venue (NB – this is not an exclusive branding opportunity)
- Acknowledgement in the programme

\*The breaks are: Registration, morning coffee, afternoon coffee. Discounted price of £1,950 and 1 free delegate place if all 3 breaks taken on the same day.

Please tick  
 No. of breaks  
 Monday  
 Tuesday

### Delegate bag insert (£200)

- 1 delegate bag insert

Please tick

### Advert in Programme

- A4 portrait, full colour - £1,000
- A5 landscape, full colour - £600

Please tick

Please tick

### Hall of Fame Dinner – Tuesday 19<sup>th</sup> October, Manchester

#### Title Sponsor

- Title sponsorship of the event
- Introductory speech at dinner
- 1 x table of 10 at event
- Full page advert in the Hall of Fame brochure
- Company logo on each page of the Hall of Fame brochure
- Company branding at the event
- First option on advertising materials placed on tables
- Advert in Festival programme

**SOLD**

**Welcome Drinks Reception (£5,000)**

Please tick

- *Sponsorship of the pre-dinner drinks reception.*
- *6 free seats at the dinner*
- *Logo on all marketing material*
- *½ page Advert in Festival programme*
- *Branding throughout drinks reception area*

All prices are exclusive of VAT.

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**I have read and understood the attached sponsorship terms and conditions.**

Signature:

Date:

Please return completed and signed form to:

*Mandy O'Connor, The Radio Academy, 5 Market Place, London, W1W 8AE*  
T: 020 7927 9920 || F: 020 7636 8924 || E: [mandy@radioacademy.org](mailto:mandy@radioacademy.org)