



MARCH 2024

# APMP UK SPONSORSHIP BROCHURE 2024



#ProudToBeAPMP

APMP UK promotes the professional growth of its members by advancing the arts, sciences and technologies of winning business. APMP UK is the authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations.

**Table 1**  
Version control

Version	Update/Change	Approved by	Date
1.0	New edition	Mel Bunston, CEO APMP UK	March 2024

This document contains information which is confidential and of value to APMPUK. It may be used only for the agreed purpose for which it has been provided. APMPUK’s prior written consent is required before any part is reproduced. Except where indicated otherwise, all names, trademarks, and service marks referred to in this document are the property of a company in the APMPUK group or its licensors.

# Contents

Welcome	3
The value of sponsorship	4
APMP UK in numbers	5
Sponsorship Plan	6
Selection Process	7
Sponsorship Packages	9
How to apply to be a sponsor	30
Terms and Conditions	31

# WELCOME TO 2024 SPONSORSHIP OPPORTUNITIES

Throughout 2024, APMP UK will host a new podcast series, monthly webinars, 3 roadshows, 4 social value webinars, BIDx The Big One (TBO) 2024, 2 Procurement Act discussion panels and in-person flagship events. From live speakers and networking to our flagship conference (TBO), each present sponsors with a range of fantastic opportunities.

APMP UK is the only membership organisation for bid and proposal professionals in the UK. Our members are professionals across all industries who operate at all stages of the capture, proposal, bid and tender process.

Sponsors benefit from a wide range of brand impact and awareness-raising activities ensuring maximum value from event/other sponsorship.

**Are you looking to recruit the best in the industry?**  
Increase your visibility and be seen by thousands of bidders across social media and TBO or in the more intimate setting of an event.

**Are you looking to build awareness in your brand with a targeted audience?**

Sponsorship puts your brand visuals in front of a captive bid and capture audience, with marketing before, during and after events/sponsorship.

Giveaways are also another way to boost brand recognition.

**Are you looking to showcase your credentials to the bidding audience?**

Show your commitment and investment in their industry association. Our aim is to provide high-profile events and benefits to our membership. Our members love brands that care about spreading positive messages and helping the community. Investing in the APMP UK community will set you apart from brands that don't.



# THE VALUE OF SPONSORSHIP

APMP UK is creating lasting partnerships with our sponsor partners to help us deliver value for APMP UK members, connect the bid and proposal community across the UK, and expand our chapter's impact.

Sponsorship is a two-way relationship. Not only does your sponsorship help deliver greater content to our members, through your investment in APMP UK, you get to engage with the membership as a captive audience on a different level, showcasing yourself as elite in your field.

Our sponsorship opportunities are designed to:

## BUILD BUSINESS RELATIONSHIPS

Our events are a great space to find businesses you can collaborate with in the future.

## SUPPORT YOUR BRAND VISIBILITY

Sponsorship puts your brand visuals in front of a captive bid and capture audience, with marketing before, during and after the event. Giveaways are also another way to boost brand recognition.

## IMPROVE CONSUMER PERCEPTION

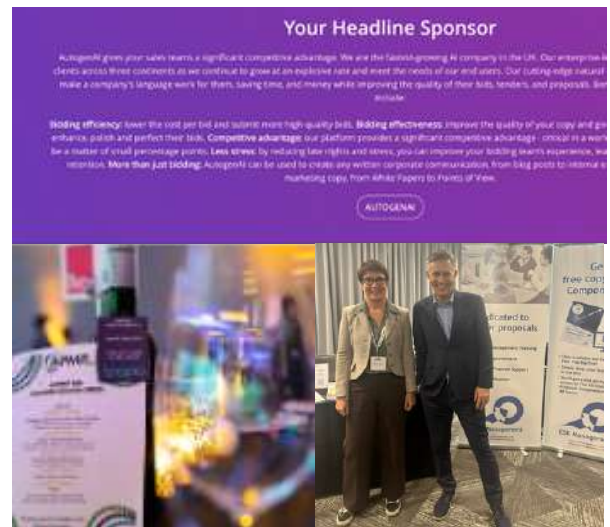
Our aim is to provide high-profile events to our membership. Leverage these events to demonstrate your credibility and reputation within the industry.

## TARGET YOUR MARKETING

Sponsorship targets the niche community of bid and capture professionals and whilst other avenues may target a wider audience, they may not be as relevant.

## PROVIDE COMMUNITY GOODWILL

Our members love brands that care about spreading positive messages and helping the community. Investing in the APMP UK community will set you apart from brands that don't.



Sponsorship opportunities give you exposure online, through branding and personal appearances

This document sets out the sponsorship opportunities for 2024.

# APMP UK IN NUMBERS


The following facts and figures will give you a sense of who our members are.



**1st**  
Worlds largest & most successful chapter

**>2,800**  
Members located globally

### Industry sector




Out of 19 industries, 53% of our members work in 4: Consulting Services, Software & Technology, Engineering & Construction and Aerospace & Defence

### Member Geography




c.50% London/South East

### Member Age Range



**20s-70s**  
Majority of members are in their 40s

### Job profiles



C. 60% of our members have the job title Bid Manager, Bid Director or Bid Writer.  
C. 10% are self-employed.

### LinkedIn profile



Over 5,000 followers  
5,500 engagements  
nearly 12,000 clicks  
(data taken from Mar23 to Mar 24)

# SPONSORSHIP PLAN

**Table 2**  
 APMP UK's Sponsorship Plan to engage sponsors for 2024 events

March	April	May	June
Announce 2024 packages	Open sponsorship for BIDx™ The Big One (TBO) (one month window for submissions)	Sponsorship update via webinar/APMP TV- (focused on updates following closure of selection window for TBO)	Commence pre-TBO marketing and announcement of sponsors and exhibitors
		Select TBO sponsors	Ongoing selection of sponsors & exhibitors



# SELECTION PROCESS

It is important that APMP UK follows a fair and transparent process to secure sponsors. Where there is more than one applicant for a specific package, APMP UK will select a sponsor using the following criteria.

**How does the theme of the event align with your business? 250 words**

5	Clear demonstrable alignment. Offers a seamless solution to APMP UK members across the event and the sponsor
3	Some alignment identified, but would need an element of moulding to make a perfect fit
1	Minimal alignment, the business doesn't fit with the theme
0	Did not answer

**What does your sponsorship of the event offer the membership community? Please state the benefits your sponsorship provides. 250 words**

5	A fully thought-out suite of benefits that demonstrates an innovative approach to your sponsorship benefitting members
3	Some benefits identified but could be considered standard to any sponsorship, not specific to this opportunity
1	Minimal benefits
0	Did not answer



# SELECTION PROCESS

**How would you use your sponsorship slot to further support the cause of APMP UK, increase awareness of APMP UK and its initiatives and help drive new membership? 250 words**

5	A comprehensive package of initiatives that increases APMP UK brand awareness through channels that APMP UK doesn't have primary access to
3	A package of initiatives that re-states APMP UK key messaging through similar channels that APMP UK has access to
1	Limited initiatives offered
0	Did not answer

**Have you sponsored an event previously? This question is designed to ensure we offer a variety of sponsors to our members. 100 words**

5	Never, it's the first time sponsoring APMP UK events
3	Previously sponsored APMP UK events, but not in the last 6 months
1	Previously sponsored APMP UK events within the last 6 months
0	Did not answer

# SPONSORSHIP OPPORTUNITIES

APMP UK has a range of sponsorship opportunities to suit all levels of investment and involvement.

Package	Membership reach	Online/In person
BIDx™ Podcasts	Aiming to match webinars - new initiative	Online
BIDx™ Roadshows	25-50 people per event	In person
BIDx™ The Big One range of opportunities	circa 500 people across 2 days	In person
BIDx™ Webinars	average 90 registrants per event	Online
APMP UK Annual Awards range of opportunities	Awards open to nearly 3,000 members and circa 250 attendees	In person
Rapport Mentoring Programme	23 mentors - growing in 2024	In person
Monthly newsletter	Open to nearly 3,000 members	Online
Volunteers	30+ volunteers - growing in 2024	Online/In person
APMP UK Website	Global reach	Online

The following sections provide the details, and remember we encourage new ideas from you too.

Contact [Lee Hurt](#) if you'd like to discuss a specific package or a potential bundle that aligns with your marketing aims.

Please note: All costs exclude VAT

# BIDx™ Podcasts



We're broadening our member engagement through the medium of a podcast. Podcasts are a popular way of learning whilst commuting or partaking in exercise. We're using our podcasts to broaden the conversation by exploring topics relevant to business and our wider skillset. Engaging with thought leaders and those with an interesting story, each podcast has a unique title based on the content.

Sponsoring a podcast is a great way of increasing your brand awareness. NPR found that 75% of podcast listeners took action in response to a sponsored message in a show they listened to.

We're super excited for the launch of our podcasts and believe the membership will love it too. We recognise that being new, we don't have any data on audience size, and so we are offering a special introductory price for any sponsor who wants to start at the beginning of this exciting journey with us.

#### What sponsor levels are available?

- Headline Sponsorship
- Midroll Sponsor
- Closing Sponsor

#### How many packages are available?

- One sponsor of each type per series

#### Pricing:

£400 (total) Headline Sponsor

£250 (total) Midroll Sponsor

£150 (total) Closing Sponsor

NB these prices will increase for future series.

#### What will each sponsor receive?

- Headline Sponsor gives you an advert on each of the first 4 podcasts of our pilot series. The advert will be up to 20 seconds for each occurrence, within the first 5 minutes of the podcast.
- Midroll Sponsor gives you an advert on each of the first 4 podcasts of our pilot series. The advert will be up to 40 seconds long for each occurrence, and will appear approximately halfway through the podcast, as the conversation reasonably allows.
- Closing Sponsor gives you an advert on each of the first 4 podcasts of our pilot series. The advert will be up to 60 seconds long for each occurrence, and will appear within the final 5 minutes of the podcast, potentially being the very last thing.

#### Why should I sponsor this?

Our launch podcasts will be promoted the most out of all our podcast series. Promotion will be across all our communication channels, both formal and informal. Be with us from day one and get your brand promoted across a global reach of our member population.

# BIDx™ Roadshows



Our roadshows are designed to be different. They are an opportunity for face-to-face engagement, in a dynamic space for reflection and learning, allowing delegates to take their learnings and use them in their daily lives.

The 2024 roadshows will provide training opportunities provided by Bodytalk Ltd. and will deliver an engaging series of events that on the surface are about gravitas, presence and influence, but deep down transform the way delegates will communicate. Each Roadshow will bring a different masterclass, meaning delegates can attend one or all three for a comprehensive experience.

We are looking to hold up to 3 events throughout the year and achieve a geographical spread across the country.

As our venue host you will benefit from:

- Being our Roadshow Sponsor with a 15 minute slot to promote your company,
- 2 tickets to the event for members of your organisation,
- Brand awareness: Promotion of your brand amongst the bidding community through event advertising that will include your logo and company tagging in LinkedIn posts,
- Build business relationships: our events are a great space to find businesses you can collaborate with in the future,
- Brand affinity: leverage our high-quality events to showcase your credibility and reputation within the industry,
- Community goodwill: our members love brands that care about spreading positive messages and helping the community.

Venues must be able to:

- Hold 30 people (ideally 40), if London 40-50,
- Provide lunch,
- Provide refreshments,
- Car parking options close by,
- Provide 'basic materials/set up' e.g. chairs/tables/TV/projector/privacy options/ toilets,
- Allow access from 0830,
- Ideally near good rail and road links.



APMP UK will accept applications for 2025 based on this criteria. Contact [events@apmpuk.co.uk](mailto:events@apmpuk.co.uk) to declare your interest.

# BIDx™ Webinars



**Webinars are a great way for our membership to gain core learning and insights into the world of capture and bidding; whether foundational learning or master skills.**

The best sponsored webinars include an element of core learning for the member, as well as a description or demonstration of the product or service you offer. As a sponsored webinar, you are also able to use your own branded presentational materials to drive the discussion. You'll be supported by our webinar team, who will host the webinar on our platform, arrange a tech test and run-through, introduce you and facilitate the webinar behind the scenes.

We hold a minimum of 1 webinar per month. In 2023 we had a total of 20 Webinars with 912 joiners, an average of 45 participants per session. Our highest rated session was Capture and Bidding in Context which had 140 participants at its peak. Across all sessions in 2023 we had an average attendance rate of 58% against registrations.

Members can either join the session in real time or watch it afterwards on APMP TV (audience of 13,000 globally). You'll be supported by our webinar team, who will host the webinar on our platform, arrange a tech test and run-through, introduce you and facilitate the webinar behind the scenes.

### What will each sponsor receive?

Each sponsor will receive:

- Lead and deliver a 45 minute webinar,
- In-app advertising,
- Inclusion in advertising to members by email and on social media,
- Follow up email / advertorial to attendees,
- Webinar recording hosted on our APMP TV channel.

### How many packages are on offer?

Two: one every 6 months

**Pricing: £850 +VAT**



### Why should I sponsor this?

Sponsored webinars have an event tag called "have you seen". This makes members aware that the webinar is targeted more at those with buying power/decision-making around the products and services they use. This means your webinar is aimed at the right people within our industry.



# APMP UK Website Sponsors



The APMP UK website is our chapters 'shop window' and provides all visitors, over 2,000 with an average engagement rate of over 1 minute.

By choosing to be a sponsor on the APMP UK website, you will benefit from persistent, all year round brand awareness to a hyper-local target market that will benefit from the products and services that you have to offer. Supporting our chapter gives our members and future members exposure to your unique products and services that could benefit them in their bidding work.

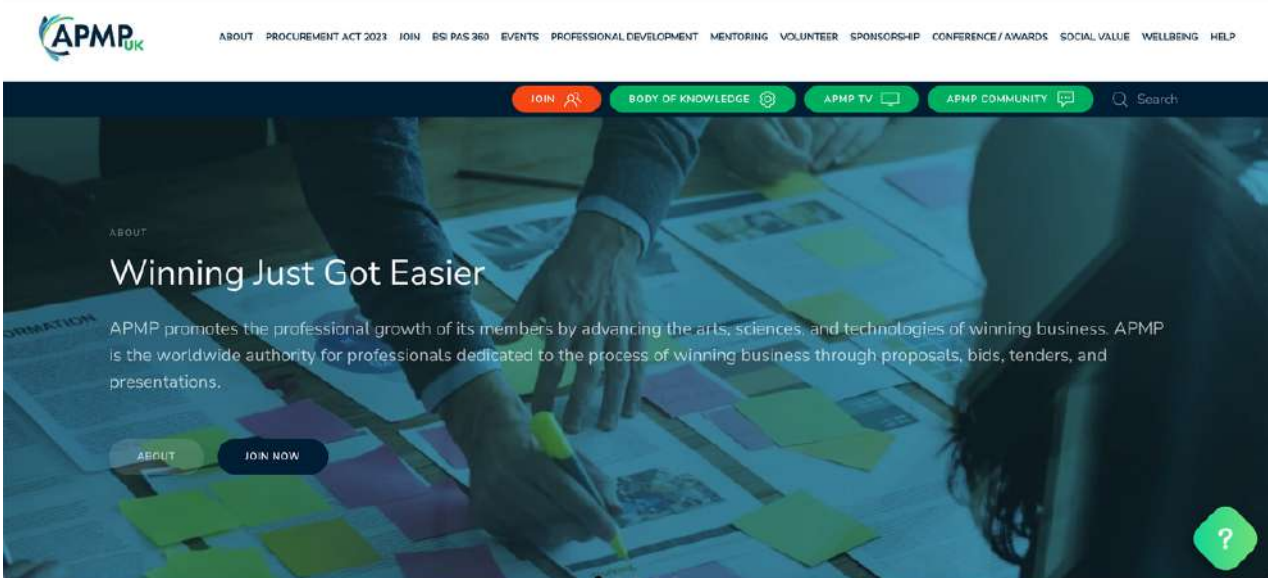
How many packages are on offer?  
No limit

What will each sponsor receive?

Each sponsor will receive:

- Logo and bio on the website partners page (visibility) with backlinks (good SEO),
- Social media spotlights and email campaigns to highlight the benefits of having a sponsor like you (positive sentiment),
- Association with APMP UK programmes (included in updates, the website page, and regular reporting from the programme lead so you can contribute),
- We can host links to resources you want to share on the partner site (white papers or other lead magnets).

Pricing: £500 +VAT



Why should I sponsor this?

Advertising space on the APMP UK website, visited by members and non-members alike.

# Monthly Newsletter

Capture the undivided attention of approximately 3000 members each month through advertising space in our monthly newsletter.

With 32% click-through rate and 25% open rate, advertising space in our monthly newsletter will give you the chance to showcase your products and services, special offers and upcoming events to the APMP UK community.



What sponsor levels are available?

In each email:

- Top of email banner
- Mid email banner
- End of email banner

How many packages are on offer?

Eight newsletters remaining in 2024

What will the sponsor receive?

Sponsor will receive:

- One banner ad in a newsletter,
- Link to your company website,
- Complete control over the design and content of your ad banner, on the understanding that the content aligns with APMP UK ethos and values.

Advert Type	Price per month	Dimensions
Top of email	£1,000	650 x 200 px
Mid email	£800	650 x 100 px
End of email	£500	650 x 100 px

Why should I sponsor this?

Sponsoring our monthly newsletter will raise awareness of your offerings to the bidding and proposal industry and drive traffic to your organisation via your website. It's a first come first served basis so get in touch soon!



# Rapport Mentor Programme



**Sponsor the mentorship of the next generation of bid, proposal and capture professionals.**

The APMP UK Rapport Career Mentoring Programme is a highly professional programme that focuses on the individual's career situation and aspirations within the bid and proposal profession. The aim is to help individuals to be the best they can be in their current role and to provide a platform to help them achieve their aspirations.

Our mentorship programme provides a high-class supportive and enriching relationship between mentors and mentees that facilitates professional and personal growth. Supported by training, resources and a network, our mentors are more than a friendly ear; they are fully prepared to support mentees in their development.

**How many packages are on offer?**  
Two

**What will the sponsor receive?**

Sponsor will receive:

- Advertising space in one newsletter,
- Visibility at TBO,
- Advertising on the Mentoring section of the APMP UK website,
- Two email mail shots to all on the mentoring programme per year.

**Pricing: £1,500 +VAT**

*"When the APMP Rapport Mentor Programme was announced, I saw this as a great opportunity to support others in a different way and also develop new skills too."*

**Debbie Warner - Mentor**

**Why should I sponsor this?**

Sponsoring our mentoring programme will naturally associate your brand with the development of bidding talent. You'll be seen as committed to the social responsibility of talent cultivation and giving back to the community, which can positively impact brand reputation.

# Volunteer Appreciation

As a not-for-profit organisation, APMP UK relies heavily on its volunteers to deliver core benefits to its members. Without our volunteers, there wouldn't be an APMP UK Chapter.

Volunteering involves a great commitment from the individual to facilitate APMP UK operations during and outside of working hours. Whether they are part of the events team, supporting marketing, driving social value or professional development, there's a small army of people beyond the Chapter Board who help make things happen.

We will recognise the efforts of our extended volunteering community through this sponsorship and provide a networking opportunity for the volunteer community with their fellow volunteers.

**How many packages are on offer?**  
Two

**Option 1:** an event/care package to celebrate our volunteer community.

**Option 2:** L&D support (either cash or in kind) to support the training and development of our volunteers - thereby recognising their efforts by enhancing their personal development and strengthening their CV.

**What will the sponsor receive?**

The sponsor will receive:

- Advertising space in one newsletter,
- Visibility at TBO,
- Option 1: Presence at the event with the opportunity to speak to the volunteers,
- Option 2: Provision of materials about your organisation to the volunteers.

**Pricing: £1,650 +VAT**



*Photo credit*  
Syda Productions | Canva Pro

**Why should I sponsor this?**

Sponsors of volunteer appreciation initiatives will associate their brand as an organisation that values volunteerism, with the opportunity to publically recognise and express gratitude to the volunteer community that develop our profession.

# BIDx™ The Big One



5th and 6th November 2024  
Eastside Rooms, Birmingham.

Now in its 20th year, TBO remains Europe's largest gathering of bid, proposal, and capture professionals – the largest conference globally outside the US. BIDx™ The Big One, delivered by APMP UK, offers unparalleled access to hundreds of bid and proposal management professionals.

Attendees come from a range of sectors from independent consultants to national and multi-national organisations.

It's two days of high-octane interaction, learning and networking, all designed to help delegates be their bidding best. From community speakers, keynotes, industry experts, networking zones, interaction zones, photo opportunities, exhibitor showcase area, awards ceremony and much more.

This year we will be bringing some new features to help make the experience even better!

The Big One is the place where it's happening, so get involved through sponsoring the event!

# BIDx™ The Big One

## Monday night host (4th November)

The welcome evening provides delegates with an opportunity to find new friends within the bidding and capture community and build the general excitement of conference. As many will travel the night before The Big One, Monday night provides an opportunity for APMP UK to host an informal networking event. Consisting of canapés, drinks and a tour of the venue, this networking event allows delegates to find their feet, and their buddies, ahead of a whirlwind two days of BIDx™ TBO energy.

How many packages are on offer?

One

Pricing: £1,760 +VAT

What will the sponsor receive?

The sole sponsor will receive:

- An opportunity to welcome guests and speak for up to 10 minutes,
- Pop-up banner,
- In-app advertising,
- Inclusion in advertising to members through monthly newsletter and on social media.



Why should I sponsor this?

Be associated with that first night feeling and raise awareness of your company in a pleasant environment.

# BIDx™ The Big One

## Headline Sponsor

A premium event needs a premium sponsor to showcase! Headline sponsorship has you at the heart of BIDx™ The Big One marketing. When The Big One is mentioned, so are you. And who wouldn't want to be associated with The Big One?

How many packages are on offer?

One.

What will the sponsor receive?

The sole headline sponsor will receive:

- Take an industry speaker slot for a fireside chat with our skilled master of ceremonies to talk on your subject of choice,
- Brand placement throughout the event, including on conference screens, and all printed event material,
- On stage mentions at the start of each day, with the opportunity for you to have a member of your team on the main stage talking for five minutes on your sponsorship,
- Sponsorship of one award at the Annual Awards dinner,
- Logo on lanyard,
- Exhibitor stand,
- In-app advertising,
- Inclusion in advertising to members by email through monthly newsletter and on social media,
- 2 x event tickets for your team,
- 2 x event tickets to give away to sales prospects,
- 4 x awards dinner tickets.



Pricing: £15,000 +VAT

**Why should I sponsor this?**

Headline sponsorship has you at the heart of BIDx™ The Big One marketing and omnipresent in the event itself. When The Big One is mentioned, so are you. And who wouldn't want to be associated with The Big One?



# BIDx™ The Big One

## Event Sponsor

Not everyone can headline, but you may still want to be part of the vibe for BIDx™ The Big One. If that's you, consider being an event sponsor. You'll still get plenty of shout outs during the run up to The Big One, and throughout the two-day event.



How many packages are on offer?  
Two.

What will each sponsor receive?

Each event sponsor will receive:

- Brand placement throughout the event, including on conference screens, and all printed event material,
- In-app advertising,
- Inclusion in advertising to members by email through monthly newsletter and on social media,
- 2 x event tickets for your team,
- 2 x awards dinner tickets.

Pricing: £5,000 +VAT

### Why should I sponsor this?

Event sponsorship at TBO offers exposure to a large and captive audience of bid, proposal and capture professionals from multiple industries. Sponsoring this event allows for targeted marketing efforts and a platform to network with potential clients, partners and industry professionals. With a captive audience, you can generate leads and drive sales by attracting interest in your products and services.

# BIDx™ The Big One

## Exhibitors

If a person with buying power doesn't attend BIDx™ The Big One themselves, then chances are they have asked one of their team to go see what products and services are out there to enable their organisation to be the best at bidding.

We've made the exhibitor area more accessible than ever. Not only are you right outside the main room, you're also where the buffet lunch is served. What better way to network with the membership than whilst grazing over some food? Not only have we created a space to drive higher footfall to the exhibitors, but the delegate badges will also include a QR code to the preferred contact details of the candidate; making opportunity capture and lead generation management far easier than ever before.

And nothing makes an exhibitor stand more attractive than giveaways. Whether you remind people of their "fresher's fair" days or you hold a raffle for a big prize, our members love 'free stuff'. Naturally if your giveaways are environmentally conscious, then that's even better. To highlight what you have to draw members to your exhibition stand, there will be a mention of every exhibitor and their giveaway during the day one welcome session.

How many packages are on offer?

Twelve.

What will each sponsor receive?

Each sponsor will receive:

- 1 x exhibition space (1 x 6ft table with space for a banner either side, and power supply),
- In-app advertising,
- Inclusion in advertising to members through monthly newsletter and on social media,
- 2 x event tickets for your exhibitor stand team,
- The opportunity to drive footfall to your stand through competition.

Pricing: £2,750 +VAT



Why should I sponsor this?

Harness this opportunity and showcase what you do through an exhibitor space at The Big One.



# BIDx™ The Big One

## Buddy Sponsor

The Big One can be an overwhelming environment for a delegate, particularly if they are the only ones from their organisation to attend. Sometimes you just need a buddy to guide you to where something's happening, pair you up with someone if you have a particular interest, or just have someone to talk to. This is the buddy station.

How many packages are on offer?  
One.

Pricing: £600 +VAT

What will the Buddy Sponsor receive?

The Buddy Sponsor will receive:

- All buddies will wear a sash with your logo on it,
- Your pop up banner and branded tablecloth (to be supplied by you) on the buddy station table. We can supply a plain cloth if preferred,
- Mentions during the event such as at the first timers welcome,
- In-app advertising,
- Advertising through monthly newsletter and on social media.



Photo credit  
Pixelfit | Getty Images Signature | Canva Pro

Why should I sponsor this?

Be associated with the supportive and expert culture we encourage in the membership. Be seen as a supportive contributor to the TBO experience, helping delegates get the most from their time at the event.

As the buddies move around the venue, your brand will be visible in multiple locations simultaneously, providing a great opportunity to raise awareness of your brand,

This package works well with an exhibitor stand so that as delegates see the buddies in action, they have somewhere to go to learn more about you.

# BIDx™ The Big One

## Wellbeing Room Sponsor

Many people will be coming to The Big One, and it can be all-consuming. Our wellbeing room is designed to provide that quiet, safe space to get away from the hustle and bustle.

This won't be a room to take calls or chat (we have space for that elsewhere), more a room for quiet reflection, a place to still your mind.

This sponsorship package has a different design to other packages available. We know that there are lots of organisations out there that live and breathe wellbeing, and that those organisations have all the gear. This sponsorship package enables you to showcase how you do wellbeing. We'll simply provide you with a space (dimensions TBC), and you get to fill it with your initiatives and concepts. So whether its bean bags, sleeping bags or headphones with calming music - whatever you can bring under the banner of wellbeing (bearing in mind this will be a quiet and calm room).

How many packages are on offer?

One.

What will the Wellbeing Room sponsor receive?

The Wellbeing Room sponsor will receive:

- A room dedicated to your wellbeing kit and initiatives,
- Your pop up banner(s) in the room,
- Mentions on social media as the wellbeing provider,
- Mentions on The Big One website on what the wellbeing room is and that it is provided by you,
- Mentions during the conference opening of the wellbeing room and that it is provided by you,
- The ability to give out wellbeing related branded merchandise to all delegates.

### Pricing: £600 +VAT

Please note that the price of this sponsorship package reflects our expectation that the sponsor will fully kit out the wellbeing room with appropriate items to enhance the delegate experience, at their own cost.



Photo credit  
Happydancing | Getty Images | Canva

Why should I sponsor this?

We know that people are selecting their jobs based on work-life balance and wellbeing rather than just core salary. Here is an opportunity for you to showcase what you do and potentially attract new talent to your organisation with demonstrable examples on how you do wellbeing well.

# BIDx™ The Big One

## Widening Access Sponsor

Many of our members find attending TBO costly in time (either lost holiday or unable to earn as a freelancer) and money they may not have. Widening access to TBO will promote inclusivity and diversity within the industry by ensuring that financial constraints do not hinder the participation of talented individuals who might otherwise be unable to attend.

This inclusivity not only enriches the event by bringing in a wider range of perspectives and experiences but also fosters a sense of community and support within the industry.

Secondly, it can serve as an effective tool for talent discovery and development for sponsors. Attendees will often include young professionals and students who are eager to learn and contribute, but lack the resources to do so. By providing them with access to valuable learning and networking opportunities, sponsors can help cultivate the next generation of industry leaders.

Lastly, from a corporate social responsibility standpoint, sponsoring tickets enhances the reputation of the sponsor as a socially conscious and caring organisation, which can positively impact brand image and stakeholder relations.

We would like to acknowledge Shipley for inspiring this package as they have provided free TBO tickets for the last two years.

How many packages are on offer?

Unlimited.

What will the sponsor receive?

The widening access sponsor will receive:

- We will work with you to define criteria and a process for selection that we will manage,
- We can also be references for any testimonial you need for social value or similar.

### Pricing: TBA

Talk to us about what would align with your values and needs, and the population you would like to support (freelancers starting out, students, apprentices, the retired with more to give, and any other group you care about).



Photo credit

Andrey Popov | Getty Images | Canva

Why should I sponsor this?

Your company can support inclusivity and diversity activity (whether you have a formal Social Value programme or not), or focus on finding new talent and developing relationships and partnerships in the industry. This act of sponsorship is not just a gesture of goodwill, but a strategic investment in the industry's future and an effort to create a more equitable professional landscape.

# BIDx™ The Big One

## Merchandise Sponsor

Anyone who goes to an event like TBO will always be looking forward to some freebies! We don't want to disappoint, so we are looking for a sponsor to help us deliver a range of high quality, sustainably sourced products.

We are looking for products like:

- Notebooks and pens,
- Lanyards,
- Pin badges,
- Bags,
- Conference prizes,
- T-shirts.

Of course as the sponsor, if you have any ideas for high quality and sustainably produced items, then we would love to hear them.

How many packages are on offer?

One

What will the sponsor receive?

The merchandise sponsor will receive:

- Mentions on social media as the merchandise sponsor,
- Mentions during TBO opening,
- The ability to give out co-branded merchandise to all delegates.

Pricing: £6,000 +VAT



Why should I sponsor this?

Create the wow factor with novel merchandise that gets people talking. Leave a lasting impression with our delegates as they have your merchandise sat on their desk at home. Showcase your approach to sustainability through the provision of reusable products.



# BIDx™ The Big One

## APMP UK Awards

APMP UK takes great delight in celebrating the best of our industry through the awards ceremony. Comprising of a formal dinner and entertainment, the awards event is an opportunity to share in the success of your bid and capture colleagues.

This year, recognising that it will be the 5th November, the theme for the awards ceremony will be 'fireworks' - bringing the colour, excitement and vibrancy of a fireworks display to the ceremony.

*"Everyone has the fire, but the champions know when to ignite the spark." — Amit Ray*

The APMP UK Awards are our chance to recognise the champions in our industry and let them shine.



**Photo credit**

*Michal Collection | Canva Pro*

# BIDx™ The Big One

## APMP UK Awards Dinner Sponsor

The Awards dinner provides delegates with an opportunity to shine among their peers.

It's every members' dream to be nominated for an APMP UK award at some point in their career. Our awards dinner is a celebration of success for our industry and last year had a record number of attendees.

How many packages are on offer?  
One.

Pricing: £2,500 +VAT

What will the awards dinner sponsor receive?

The awards dinner sponsor will receive:

- Callout at the beginning and end of the awards presentation,
- Inclusion in advertising to members through monthly newsletter and on social media,
- In-app advertising,
- 4 x tickets to the dinner for your team.



Why should I sponsor this?

Be associated with the buzz around APMP UK chapter awards, championing the best talent the UK has to offer.

# BIDx™ The Big One

## APMP UK Awards Wine Sponsor

Where would a formal dinner and awards ceremony be without wine?

APMP UK takes great delight in celebrating the best of our industry through the awards ceremony. Comprising of a formal dinner and entertainment, the awards event is an opportunity to share in the success of your bid and capture colleagues.

How many packages are on offer?

One.

What will the wine sponsor receive?

The wine sponsor will receive:

- Brand placement on all wine bottles,
- In-app advertising,
- Inclusion in advertising to members by email and social media,
- 4 x tickets to the dinner for your team or guests.



Pricing: £1,250 +VAT

Why should I sponsor this?

Increase your brand visibility and sponsor something that will sit on every table and be part of the celebration of success. Our wine sponsors are seen as bringing the fun to the party and associates your brand with luxury and refinement. Be the talking point of the table and spark those opportunities for networking.



# BIDx™ The Big One

## APMP UK Award Sponsor

Across a number of categories that cover the work across our industry, professionals are nominated either individually or as teams to receive an award. During the ceremony, we showcase the shortlisted nominees and then present the winner with their awards trophy.

As the sponsor, you will be part of the announcement, stating why you sponsored that award, why the finalists got through and why the winner won. You'll hand over the glass trophy which shows the award category, APMP UK logo as well as your organisation's logo; and you get to pose for a photo too!



**How many packages are on offer?**  
Eight (one reserved for Headline Sponsor).

**Pricing: £750 +VAT**

**What will the Award sponsor receive?**

Each Award Sponsor will receive:

- 1-2 minute introduction/business overview before announcing the shortlist,
- Announce the shortlist on the main stage,
- Announce the winner on the main stage,
- In-app advertising,
- Inclusion in advertising to members by email and on social media,
- Logo/brand on award trophy,
- 2 x tickets to the dinner for your team.

# HOW TO APPLY TO BE A SPONSOR

## The Big One

All sponsorship packages for The Big One will be released on the microsite for the event, in a similar vein to the roadshows, but naturally listing all packages available.

The microsite for The Big One will be launched around Easter, in which you'll have a time window to get your applications in.

Given the prominence and impact of the TBO Headline sponsor, we'd like to talk to you first, so please contact Lucy Davis, our [Deputy CEO](#), if you are interested in this.

## Webinars

If you are interested in sponsoring a webinar then please email [events@apmpuk.co.uk](mailto:events@apmpuk.co.uk) and [webinars@apmp.co.uk](mailto:webinars@apmp.co.uk) and one of the team will be in touch to discuss details and plan a date for your webinar.

## Other packages

For all other packages, go to <site> and pick the package that works best for you. We're opening the packages for payment on <date and time>. [Contact APMP UK to apply](#).

We're always happy to chat about what is entailed or any bundling and tailoring you would like, so get in contact asap and we'll do our best to get inventive.

# TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor') and APMPUK Ltd. By purchasing a package you are indicating your acceptance of these terms and conditions.

## ACCEPTANCE AND ALLOCATION

APMPUK reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship packages, which may be limited in number, will be generally allocated in the order of the receipt of payment. Allocation of sponsorship packages and trade table exhibits regardless of the preference indicated, and alteration of the venues, dates, and floor plan is at the discretion of APMPUK, whose decision will be final.

Please note that sponsorship and exhibitor spaces are strictly limited, and available on a first-come, first-served basis.

Delivery will only occur once full payment is received. For the avoidance of doubt, this includes no marketing, no access to venues, and any other entitlement listed.

## CANCELLATION POLICY

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the event/sponsorship start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the event/sponsorship start date will be subject to a 100% cancellation fee.

## LEGAL RESPONSIBILITY

APMPUK and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/ Sponsor during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify APMPUK in respect of any claim and demands in respect thereof. The Exhibitor/ Sponsor acknowledges that the APMPUK are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. APMPUK will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/ Sponsorship contract. In the event that the event or sponsorship opportunity is cancelled or delayed through no fault of APMPUK, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

## EXHIBITOR TRADE TABLE DISPLAY RULES

APMPUK shall determine the hours during which the exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.

The allocated exhibition trade table must be staffed at all times during the conference and removal of any exhibition display must not commence until after the last catering break of the final day.

All advertising material, such as a banner must be displayed within the designated trade table area. Excessive noise that inconveniences other exhibitors or the Conference must be avoided. Exhibitors must not obstruct thoroughfares, catering areas and/or exits.

While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

# TERMS AND CONDITIONS

## DETAILED REQUIREMENTS AND DUE DATES:

APMPUK requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.

Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, APMPUK are not responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by APMPUK are not received by the designated due date, their use for their intended purpose cannot be guaranteed, APMPUK are not responsible for any losses sustained as a result.

## SPONSORSHIPS

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and APMPUK. You must not do anything where you will, in any way, be represented that you are a partner of APMPUK.

## REGISTRATIONS

Sponsors/Exhibitors are not permitted to attend events or sessions unless the relevant tickets are offered as part of the particular sponsorship package.

## VENUE

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/ Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.



**#ProudToBeAPMP**

APMP UK Limited  
175 Wokingham Road  
Reading  
Berkshire  
RG6 1LT

[www.apmpuk.co.uk](http://www.apmpuk.co.uk)

Company Reg. No. 11800662  
VAT Reg. No. 315 5463 13  
DUNS No. 224682499