

UK Corporate Games™

Stoke-on-Trent & Staffordshire

21 - 24 June 2018

Sponsorship Opportunities

**THE ULTIMATE MIX
OF SPORT, BUSINESS
& TOURISM**





Sponsoring the *Corporate Games*

The **Corporate Games** offers rich and varied opportunities for Sponsors and Supporters of every type, size and interest.

The Games will have thousands of competitors and hundreds of organisations participating.

The organisations include some of the most famous multinationals, the largest and most powerful of the national companies, and many others of all kinds and sizes. In addition we regularly partner with local authorities, universities, influential colleges and business groups.

The **Corporate Games** brings together CEOs, Managing Directors, Senior and Middle Management, as well as thousands of employees, clients and the public in an event featuring a unique mix of sport, business and tourism.

Champions Scheme

The Games provides a wide range of Sponsor Packages tailored to the budget and business objectives of the Sponsor.

Details of each option are provided here, however all options can be modified and made specific to meet the needs of the Sponsor.



Headline Sponsor Package

Brand Visibility

Company Logo to be in a prominent position on the front page of the following:
UK Corporate Games Brochure, Souvenir Programme, Entry Forms, Posters, PowerPoints, Travel Guide plus all printed and electronic media

Company logo on the **UK Corporate Games** home page with web link

Signage rights at **all UK Corporate Games** Sports and Celebration venues across the Games weekend

Double pitch Exhibition Space at the SuperCentre Registration

Exposure and PR at all **Corporate Games** promotional events during the build-up to the **UK Corporate Games**

Special Provisions

200 complimentary Entries for the **UK Corporate Games**

200 Complimentary Party Tickets for the Great Games Party

Guaranteed Entry into any sport

5 VIP Seats at the Opening Celebration

5 VIP Tickets to the Mayors Reception

Paragraph in the mass circulation Games Gossip newsletter (Circa 26,000) with regular follow up messages

Sponsorship of 3 Sport Championship Awards of Choice

Double page spread in the **UK Corporate Games** Souvenir Programme

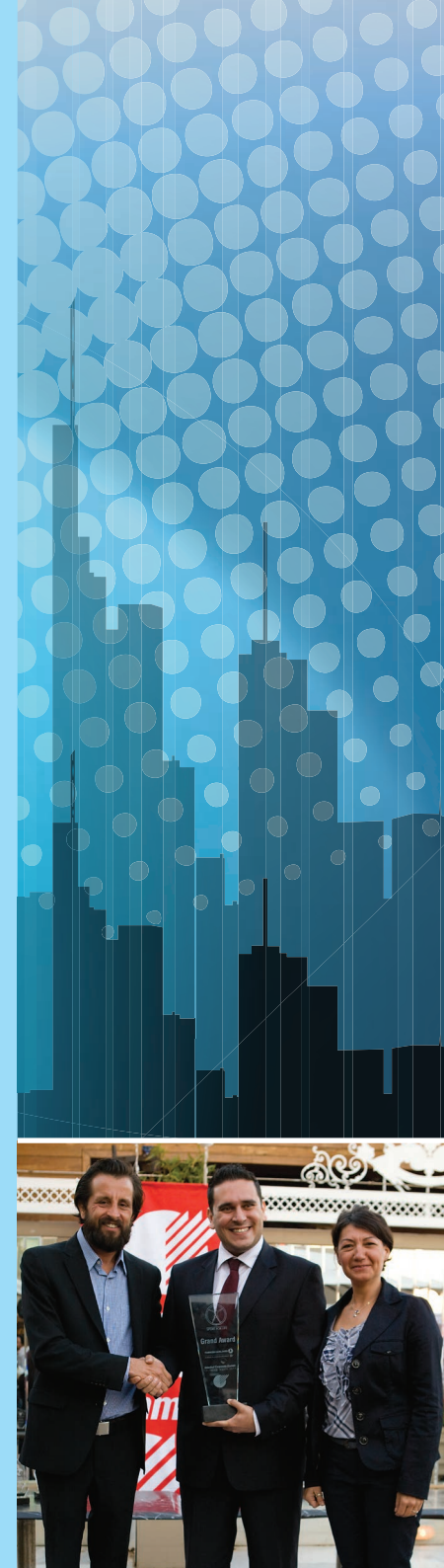
Representative to present Sponsored Awards at the Closing Awards Celebration

Extensive Media Coverage across the Games weekend

Additional Benefits

Introductions to Team Leaders and senior representatives from participating organisations and partners

10, 3 x 1 metre PVC Banners



Champions Sponsorship

Brand Visibility	PLATINUM	GOLD	SILVER
Exhibition Space in the SuperCentre	○	○	○
Company logo on Games Brochure (Printed & Electronic)	●	●	●
Company logo with web link on UK Corporate Games Website	○	○	○
Company logo on Entry Forms, Posters and all Electronic Media	●		
Closing Awards Presentation of the UK Corporate Games	○	○	○

Special Provisions			
Entries to the UK Corporate Games (Excluding Supplements)	101	75	50
Guaranteed Entry into any sport	●	●	●
Tickets to the Great Games Party	30	20	10
VIP Seats at the Opening Celebration	5	4	3
VIP Tickets to the Mayors Reception	5	4	3
Sponsorship of Championship Division for UK Corporate Games	●	●	
Paragraph in the mass circulation Games Gossip newsletter (Circa 26,000) with regular follow up messages	○	○	○
Representative to present Awards at the Closing Awards Presentation	●	●	
Media coverage across the Games Weekend	○	○	○

Signage Rights			
At Sports Venues of choice across the Games weekend	6	4	2

Additional Benefits			
Introductions to Team Leaders from participating organisations	○	○	○

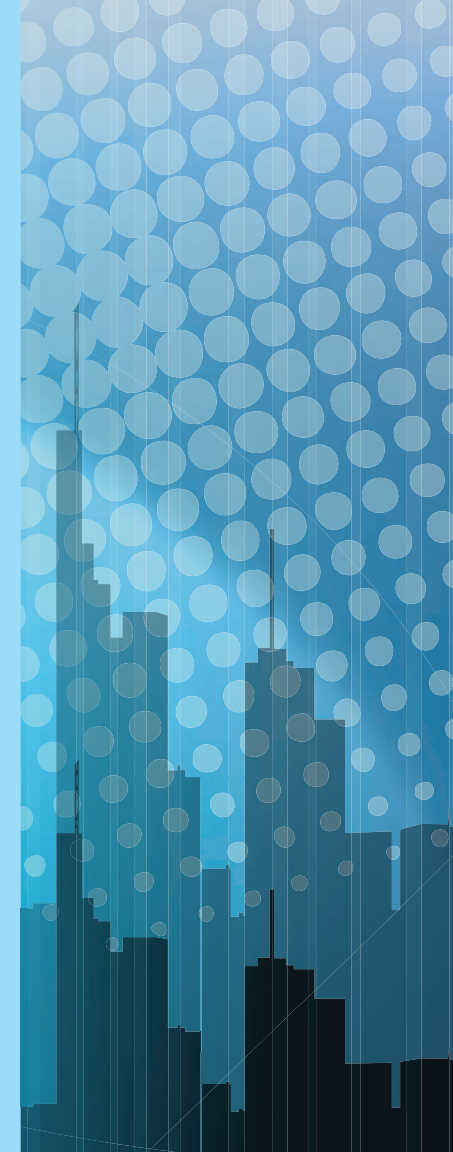
Fees cover the whole package. Should a Champion not reach the Complimentary entry numbers no refund will be made.



Sponsorship Bolts Ons

- Branded Lanyards
- Staff Kit
- Officials T-shirts
- Souvenir Programme Adverts
- Athletes T-shirts (Back)
- Athletes T-shirts (Front)
- Games Videography
- SuperCentre Sponsor
- Great Games Party Sponsor
- Opening Celebration
- Closing Awards Celebration
- Business enterprise Day
- Individual Sports
- Championship divisions
- Vpar Scoring System for golf
- Stu Web Timing System
- Swimming Caps
- Running numbers
- Branded sports equipment
- Ceramic Giftware/Awards

NB* Please talk to us about bespoke options.



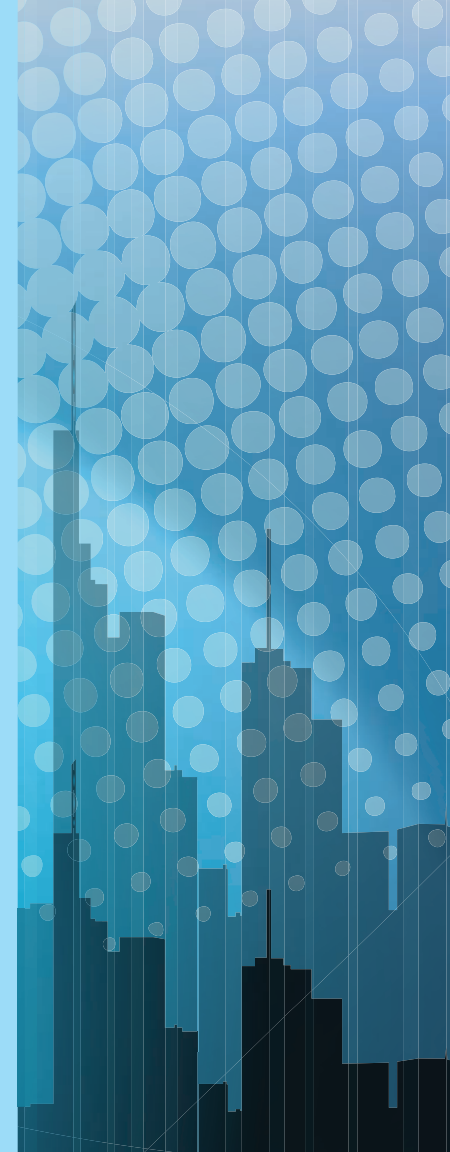
Additional Sponsorship Opportunities

The **Corporate Games** offers a very wide range of options for the Sponsor.

In order of value the available sponsorships are:

- Games Celebration Sponsor
- SuperCentre Sponsor
- Great Games Party Sponsor
- Games Ambassador Sponsor
- Sport Title Sponsor
- Championship Division Sponsor
- Games Gift Supplier
- Official Supplier







Be part of the Worldwide Corporate Sport Community... Get fit for Business!



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