



A half day conference brought to you by the Environment, Social and Governance Group focusing on **environmental sustainability in office design, build and occupation.**



**THURSDAY 24 NOVEMBER 2016**

## **SPONSORSHIP OPPORTUNITIES**

**Interested in Sponsorship?**

To find out more please contact: Liz Appleyard-Hutchings, Communications & Events Manager  
British Council for Offices, T: 020 7283 0125 E: [liz.appleyard-hutchings@bco.org.uk](mailto:liz.appleyard-hutchings@bco.org.uk)

# BEYOND THE NEW NORMAL

BCO half day conference on environmental sustainability in office design, build and occupation

## SPONSORSHIP OPPORTUNITIES

Aimed at professionals involved in the design, development and occupation of office space, *Beyond the New Normal* is a key opportunity to promote your brand in the context of sustainable office space.

The British Council for Offices (BCO) exists to research, develop and communicate best practice in all aspects of the office sector. It delivers this by providing a forum for the discussion and debate of relevant issues.

BREEAM is sorted, COP 21 has agreed new targets and we know how to deliver sustainability statements for planning. Job done and now onto the next challenge...

As with all things familiar; complacency is never far behind.

The fact of the matter is that the industry has never faced a property landscape where the nature of demand is changing more rapidly, with even greater risks and more challenges than ever before.

So what are the answers, what are the new technologies and how will we sustain value 'Beyond the New Normal'.

Headline dates are as follows;

- Website goes live July 2016 plus newsletter announcement
- Marketing and publicity begins September 2016
- Social media campaign starts September 2016
- Event date Thursday 24 November 2016

## PACKAGE SUMMARY

LEVEL	PACKAGE	FEE	PAGE
Platinum	Headline Sponsor + 2 free delegates	£2,950	3
Gold	Significant Brand Profile + 1 free delegate	£1,950	4
Silver	Brand Profile	£1,250	5
Bronze	Brand Profile (Event only)	£500	6

All packages exclusive of VAT.

For more information or to reserve a package please contact Liz Appleyard-Hutchings at British Council for Offices: [liz.appleyard-hutchings@bco.org.uk](mailto:liz.appleyard-hutchings@bco.org.uk) or 020 7283 0125

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## PLATINUM SPONSORSHIP PACKAGE\*

**£2,950**

### THIS PACKAGE INCLUDES:

Headline branding on all items relating to the conference and at the event, as well as 2 free delegates. You will also be offered the opportunity to chair one of the sessions if appropriate.

### BEFORE THE EVENT

PR, marketing, and brand profile - the benefits of sponsorship start as soon as you sign up...

- Use of 'Beyond the New Normal' Sponsor logo for your own marketing purposes
- Your logo on the relevant event page on the BCO website with a hyperlink to your own website
- One month's free banner advert in the online BCO Members' Handbook section of the BCO website
- Your logo, positioned as headline sponsor, on all publicity materials relating to the event and the confirmation email

### AT THE EVENT

Free tickets and brand profile

- A representative from your organisations to chair a session
- 2 x free delegate places at the conference
- Brand profile: your logo included:
  - o the printed guest list
  - o the holding slides throughout the event
  - o a sponsor loop during the breaks
- Display space for 2 pull up banners and marketing material
- Acknowledgement of your sponsorship announced by the chairperson at an appropriate juncture

### AFTER THE EVENT

Brand profile

- Acknowledgement in any follow up materials circulated to attendees

\*Limited availability

All packages exclusive of VAT.

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# BEYOND THE NEW NORMAL

BCO half day conference on [environmental sustainability in office design, build and occupation](#)

## GOLD SPONSORSHIP PACKAGE\*

£1,950

### THIS PACKAGE INCLUDES:

Significant brand profile on all publicity materials relating to the event, display banner at event and 1 free delegate.

### BEFORE THE EVENT

PR, marketing, and brand profile - the benefits of sponsorship start as soon as you sign up...

- Use of 'Beyond the New Normal' Sponsor logo for your own marketing purposes
- Your logo on the relevant event page BCO website with a hyperlink to your own website
- One month's free banner advert in the online BCO Members' Handbook section of the BCO website
- Your logo included on all publicity relating to the event and the confirmation email

### AT THE EVENT

Free ticket and brand profile

- 1 x free delegate place at the conference
- Brand profile: your logo included:
  - o the printed guest list
  - o the holding slides throughout the event
  - o a sponsor loop during the breaks
  - Display space for 1 pull up banner and marketing material
- Acknowledgement of your sponsorship announced by the chairperson at an appropriate juncture

### AFTER THE EVENT

Brand profile

- Acknowledgement in any follow up materials circulated to attendees

\*Limited availability

All packages exclusive of VAT.

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# BEYOND THE NEW NORMAL

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## SILVER SPONSORSHIP PACKAGE

£1,250

### THIS PACKAGE INCLUDES:

Significant brand profile before, at and after this half day conference event.

#### BEFORE THE EVENT

PR, marketing, and brand profile - the benefits of sponsorship start as soon as you sign up...

- Use of 'Beyond the New Normal' Sponsor logo for your own marketing purposes
- Your logo on the relevant event page BCO website with a hyperlink to your own website

#### AT THE EVENT

Brand profile

- Brand profile: your logo included:
  - o the printed guest list
  - o the holding slides throughout the event
  - o a sponsor loop during the breaks
- Acknowledgement of your sponsorship announced by the chairperson at an appropriate juncture

#### AFTER THE EVENT

Brand profile

- Acknowledgement in any follow up materials circulated to attendees

All packages exclusive of VAT.

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## BRONZE SPONSORSHIP PACKAGE

**£500**

### THIS PACKAGE INCLUDES:

Significant brand profile at this half day conference event.

### AT THE EVENT

#### Onsite Brand Profile

- Your logo included:
  - o the printed guest list
  - o the holding slides throughout the event
  - o a sponsor loop during the breaks
- Acknowledgement of your sponsorship announced by the chairperson at an appropriate juncture.

All packages exclusive of VAT.

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