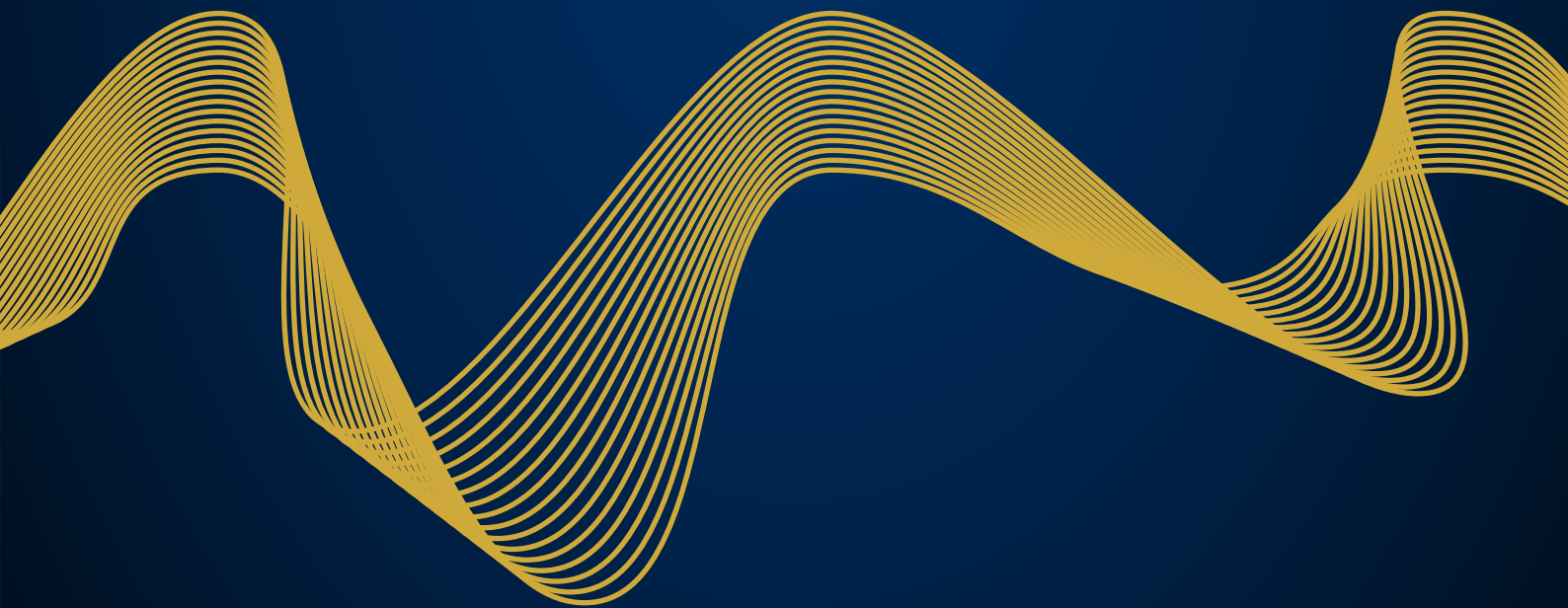




BRITISH INTERNATIONAL
FREIGHT ASSOCIATION

Freight Service Awards 2023

Sponsorship Packages



bifa.org/awards

Ceremony Sponsorship Packages

Awards Luncheon Ceremony:

Thursday 18th January 2024 – The Brewery, London EC1

The benefits of sponsoring the BIFA Freight Service Awards ceremony include:

- Sponsors named in a BIFA pre-event **press release**
- Sponsors publicised on the **BIFA Awards' website** at www.bifa.org/awards, with company logo and a hyperlink to the sponsor's own website
- Sponsors publicised on all BIFA Awards' **e-mail campaigns** with sponsor logo and a hyperlink to the sponsor's own website
- Sponsors' names publicised in **BIFA's monthly magazine, BIFAlink**
- **First refusal** for the same sponsorship package for next year's event

At the ceremony luncheon:

- **Free tickets** (as indicated below) for the luncheon ceremony, including 3 courses, wines and coffee, at The Brewery, London EC1
- Allocation of a **reserved hospitality table** at the Awards ceremony pre-lunch drinks Reception
- All sponsors acknowledged in the **Toastmaster's script**
- Sponsors' **logos** scrolling on two large screens during the ceremony luncheon
- Sponsors credited in the Awards luncheon **Programme**, distributed to some 500 guests attending the ceremony (Programme Sponsor credited on the front cover)
- Sponsors name and branding featured in the **multimedia presentation** at the ceremony

Cost of sponsorship package – £2,200 + VAT (Inc. 4 ceremony tickets)

Event Host	Celebrity speaker to host the ceremony luncheon and present the category certificates & trophies
Luncheon Wines	Bottles of red and white wine to accompany the 3-course luncheon, sponsor credited in ceremony programme
Awards Ceremony Programme	Event branded printed ceremony programme distributed to guests. Sponsor name featured on front cover
Framed Finalists' Certificates	Event branded A4 certificate, mounted and framed for each finalist featuring sponsor logo
Staging & Lighting	Ceremony staging with a BIFA-branded set and podium; two screens, spots and up-lighters
Multimedia Presentation	Event branded multimedia presentation, with professional voiceover, introducing the competition finalists and winners
Relay Monitors	Two 65" monitors in the Porter Tun room to relay stage action
Sponsors' Logo Board	Large step-and-repeat logo board for photo backdrop to be placed on the mezzanine bar of the Porter Tun room

Cost of sponsorship package – £1,050 + VAT (Inc. 2 ceremony tickets)

Ceremony Tickets	Specially designed event branded colour tickets (A6 size), to include sponsor's logo
Winners' Trophies	Optical crystal trophy (one per category), with BIFA logo, sponsor company name and category winner name

Award Category Sponsorship Package

Awards Luncheon Ceremony:
Thursday 18th January 2024 – The Brewery, London EC1

General Categories

- ▶ Project Forwarding
- ▣ Specialist Services
- ☆ Staff Development
- 🔗 Supply Chain Management

Modal Categories

- ✈️ Air Cargo Services
- 🌐 European Logistics
- 🌊 Ocean Services

Specialist Categories

- Extra Mile
- 🌱 Sustainable Logistics & the Environment

Individual Categories

- 👤 Young Freight Forwarder
- 👤 Apprentice of the Year

The benefits of sponsoring a category of the BIFA Freight Service Awards include:

- Sponsor publicised on the BIFA Awards' website at www.bifa.org/awards, with logo, message, and a hyperlink to the Sponsor's own website
- Sponsor branding in regular **E-News** bulletins to a database of over 5000 contacts
- Sponsor publicised in BIFA **press releases** issued both pre- and post-event
- Sponsor publicised via regular editorial articles to appear in BIFA's monthly A4 colour magazine (20-24 pages), **BIFALink** (printed circulation circa 3,300, online readership c. 1500)
- The opportunity for a representative from the Sponsor company to be a member of the relevant competition **judging panel** (main categories, Young Freight Forwarder or Apprentice of the Year)
- Sponsor branding on the **certificates** presented to award category finalists
- Sponsor name on the crystal glass winner's **trophy** for the category sponsored

At the ceremony luncheon:

- Allocation of a reserved **hospitality table** at the ceremony pre-lunch Drinks Reception
- A **table for 10 people*** (subject to any restrictions in place at the time of the event) at the luncheon ceremony (includes three courses, wines and coffee) at The Brewery, London EC1
- Substantial **branding visibility** at the luncheon ceremony itself, attended by some 500 guests, including sponsor **logos** scrolling on two large screens throughout the luncheon, sponsor logo featured on step-and-repeat board and sponsor names and branding promoted on the ceremony **multimedia show**
- Sponsor branding and website address, and judge representative name, included in the printed **Ceremony Programme** distributed to guests attending the event
- The opportunity for the sponsor to **present their category trophy** at the ceremony alongside the celebrity host

Post Event:

- Sponsor name on a series of print and online **advertisements** announcing the award winners in selected trade media (x 5 approx.), and in the post-event issue of **BIFALink**, with hyperlinks where possible
- Access to the official photographer's photo gallery and free digital downloads
- **First refusal** to sponsor the same award for next year's event

Cost of Award category sponsorship package – £6,750 + VAT (Inc. 10 ceremony tickets)

* Contact bifaevents@bifa.org for alternative package options.



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For further information on the
BIFA Awards visit bifa.org/awards
or contact: **BIFA Events Office**
T: **020 8844 3629** E: bifaevents@bifa.org

A decorative graphic consisting of multiple parallel, wavy yellow lines that flow across the bottom half of the page, creating a sense of movement and depth.

bifa.org/awards