

AIME Sponsorship Pack

Networking Events

Business networking is a socioeconomic business activity by which groups of like-minded business people recognise, create, or act upon business opportunities. With business networking developing more business, many businesses now have this as a core part of their business strategy.

AIME Evening Networking Event: Sponsorship Opportunity Kings Cross London – 17th September 2014

AIME feels that giving our Members an opportunity to network with like minded business people in a relaxed environment is important to help grow business and increase collaboration within the Industries in which we work.

AIME's successful and popular Networking events attract between 90 -150 attendees on a regular basis. Attendees to AIMEs Networking events include senior executives from across the interactive media and entertainment value chain; broadcasters, advertising and marketing agencies, publishers, network operators, merchant promoters, aggregators, facilitators, media companies, regulators and lawyers.

Our Sponsor partners find their involvement adds value to their marketing, brand and communication strategies with some of the benefits of becoming a Sponsor shown below.

We offer Networking Sponsorship opportunities for all budgets to ensure that Members feel they can get involved and become an integral part of the proceedings while still benefiting from the additional exposure this gains them.

AIME events are great opportunities to get your company name and brand in front of potential new customers and a chance to meet new AIME members and catch up with colleagues.

Becoming an AIME Event Sponsor not only creates company promotion at the event, but also in the lead up to the event, with your company logo and details added to all the advertisements and our social media channels.

Some benefits of becoming an event sponsor are:

- **Media Exposure, create positive PR**
- **Raise Brand Awareness & Recognition**
- **Create new business contacts for future business**
- **Create internal emotional commitment to the brand**
- **Provide attractive content for a range of products and services**
- **Promotes good relationships with new clients and existing members**

Drinks Sponsorship Package -

£600.00 + VAT

As a Drinks Sponsor of the evening your sponsorship will include:

- Company Branded area at the Networking Event (all marketing material to be provided by Sponsor)
- 100 x Company branded drinks vouchers (1 drink per voucher)

Marketing Pre-event:

- Company name & logo displayed on all relevant promotional material, advertising, and event email promotion and AIME website (logo to be provided by Sponsor)
- Promotion on AIME social media channels in lead up to event
- Promotion in AIME weekly Members Bulletin

Marketing Post-event:

- Photos of the event posted to AIME social media with a note of thanks to Sponsor
- Photo selection sent to Sponsor for Company promotional use

Drinks Mat Sponsorship Package - **TAKEN**

Drinks Sponsorship of the evening will include:

- Company Branded area at the Networking Event (all marketing material to be provided by Sponsor)
- 100 x Company Branded drinks mats (full colour) for use by attendees at the event

Marketing Pre-event:

- Company name & logo displayed on all relevant promotional material, advertising, and event email promotion and AIME website (logo to be provided by Sponsor)
- Promotion on AIME social media channels in lead up to event
- Promotion in AIME weekly Members Bulletin

Marketing Post-event:

- Photos of the event posted to AIME social media with a note of thanks to Sponsor

If you are interested in this Sponsorship please let AIME know ASAP to allow time for the design and printing of these mats. Please email for printing guidelines and options.

Premium Sponsorship Package - includes FREE branded drinks tags **£1200.00 + VAT**

If you provide Sponsorship of £1200.00 or over for the night we will include 250 free company branded drinks/bottle tags

Premium Sponsorship of the evening will include:

- 2 x 100 branded drinks vouchers (1 drink per voucher)
- 250 x FREE company branded drinks/bottle tags (85x26mm secured with a plastic loop)
- Company Branded area at the Networking Event (all marketing material to be provided by Sponsor)

Marketing Pre-event:

- Company name & logo displayed on all relevant promotional material, advertising, and event email promotion and AIME website (logo to be provided by Sponsor)
- Promotion on AIME social media channels in lead up to event
- Promotion in AIME weekly Members Bulletin

Marketing Post-event:

- Photos of the event posted to AIME social media with a note of thanks to Sponsor
- Photo selection sent to Sponsor for Company promotional use



**For more information or to discuss this opportunity, please contact Andrea.
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