

# AIME Sponsorship Pack

## End of Year Party

The Christmas season is a time of goodwill to all, getting together with colleagues to celebrate the year that has been and to plan to for the year to come, eating good food, and drinking copious amounts while wearing colourful paper hats. It is also a good opportunity to finish the end of the year on a high note, and get ready for the New Year with some new business!

## AIME End of Year Circus Themed Party: Sponsorship Opportunities Shoreditch London – 9<sup>th</sup> December 2015

AIME understands 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 evening 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.

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.

**For 2015, AIME's End of Year Party is Circus themed, and will be held in a popular venue in the heart of the tech district in Shoreditch.**

### 2015 Sponsor Packages:

- **Live Entertainment**
- **Branded Booths**
- **Prosecco Reception**

Becoming an AIME Event Sponsor adds value to marketing and communication strategies by creating company branded promotions at the event, as well as in the lead up to the event, with your company logo and details added to all the advertisements and our social media channels including live links to your own company's sites.

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**

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## Live Evening Entertainment -

**£300 + VAT**

### Circus Act Sponsorship of the evening will include:

- Your choice of one live entertainment act from a list of available acts. Each act has been carefully chosen by the venue to stay within the theme of Circus and all are professionals within their fields
- 1 hour live circus act to help make it an evening to remember and brilliant photo opportunities
- Acts include: Snake charmer, stilt walkers and fire breathers
- Double acts packages also available – prices for these will vary and start from £700

List of all acts available upon request

### Marketing Pre-event:

- Company name & logo displayed on all event promotional material, advertising and AIME website
- Promotion on AIME social media channels in lead up to event
- Promotion in AIME Members Bulletin

### Marketing Post-event:

- Photos of the event posted to AIME social media with a note of thanks to Sponsor – increase exposure with dedicated # for the event – link these with your own promotions for added engagement

## Branding, Beer and Booth – ONLY 5 AVAILABLE!

£500 + VAT

*New for 2015 – private sponsored booths for the night for 8!*

### Private Booth for your team for the night:

- Your opportunity to make sure your team enjoy the evening in comfort with your own private booth reserved for you for the night.
- Each booth seats 8 and are opposite the bar and in the main networking area of the venue so you will be in the heart of the event
- Your booth will be branded with company signage on wall above so people can find you more easily to network through the night
- 2 x chilled buckets of local craft beer on the table of your booth for you to enjoy
- Bowls of sweets and party poppers included on table
- Includes party entry ticket (with 3 drinks) within the price of the booth for 8 people
- Only 5 booths available for the event so don't miss out!

### Marketing Pre-event:

- Company name & logo displayed on all event promotional material, advertising and AIME website
- Promotion on AIME social media channels in lead up to event
- Promotion in AIME Members Bulletin

### Marketing Post-event:

- Photos of the event posted to AIME social media with a note of thanks to Sponsor – increase exposure with dedicated # for the event – link these with your own promotions for added engagement

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## Prosecco Reception -

£1000 + VAT

*New for 2015 – includes chocolate truffles with each drink!*

### Sponsorship of the evening will include:

- Prosecco served to guests on arrival at room entrance with the accompaniment of chocolate truffles
- Each champagne glass has company branding drinks tag around stem for increased promotion and visibility
- 2 x promotional personalised PowerPoint slides to be added into the AV presentation that runs through the night (slides to be provided by Sponsor) with your chosen marketing messages on to reach attendees
- Company branded signage/artwork on wall behind serving table at venue. "Prosecco sponsored by XXX"

### Marketing Pre-event:

- Company name & logo displayed on all event promotional material, advertising, and AIME website
- Promotion on AIME social media channels in lead up to event
- Promotion in AIME Members Bulletin

### Marketing Post-event:

- Photos of the event posted to AIME social media with a note of thanks to Sponsor – increase exposure with dedicated # for the event – link these with your own promotions for added engagement

*If you are interested in this level of Sponsorship please let AIME know ASAP to allow time for the design and printing of the drinks tags before the event. If you would like the drinks tag information please get in contact for details.*

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For more information or to discuss these opportunities, please contact Andrea.  
andrea@aimelink.org or 01252 711443