

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 – 9th 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, charities, 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 called "Trapeze".

Sponsor Packages

Becoming an AIME Event Sponsor adds value to your marketing and communication strategy 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 promotions including social media channels which also provide live links to your own company's website.

Sponsor Packages include Live Circus Entertainers, Branded Booths and Branded Drinks Reception which are detailed below.

Benefits of being an event sponsor are:

- **Media Exposure, creating positive PR for your organisation**
- **Brand Awareness & Recognition particularly with clients and prospects**
- **New business contacts for future business development discussions**
Internal (staff) emotional commitment to the brand

Live Evening Entertainment -

£300 + VAT

Circus Act Sponsorship of the evening will include:

- Your choice of one live entertainment from stilt walkers, fire breathers and bendy person (Note two acts are already booked)
- Each Professional act carefully chosen by the venue
- 1 hour act to help make it an evening to remember and creates excellent photo opportunities
- Circus act performers list available upon request

Marketing Pre-event:

- Your 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 #tag for the event – link these with your own promotions for added engagement

PREMIUM Branded Booth (8 people)

£500 + VAT

Two Private Booths for your team for the night:

- Make sure your team enjoy the evening in comfort with 2 private booths reserved for you for the night.
- Chilled buckets of local craft beer, bowls of sweets and party poppers on the tables of your booths
- Seating is opposite the bar and the main networking area of the venue so you will be in the heart of the event
- Booths will be branded with company signage on the wall and table so people can find you
- Includes party entry ticket and vouchers for 3 additional drinks for a maximum of 8 people

Standard Branded Booth (5 people)

£350 + VAT

One Private Booth for your team for the night:

- The same as Premium above but with one bucket of beer, one booth and a maximum of 5 people

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 #tag for the event – link these with your own promotions for added engagement

Branded Drinks and Truffles Reception for 100 -

£600 + VAT

Sponsorship of the Reception will include:

- Prosecco and chocolate truffles served to guests on arrival
- 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
- Company branded signage/artwork on wall behind serving table at venue. “Drinks Reception 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 #tag for the event – link these with your own promotions for added engagement

If you are interested in any Sponsorship opportunity, please let AIME know ASAP to allow time for the design and printing of promotional material before the event.

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