

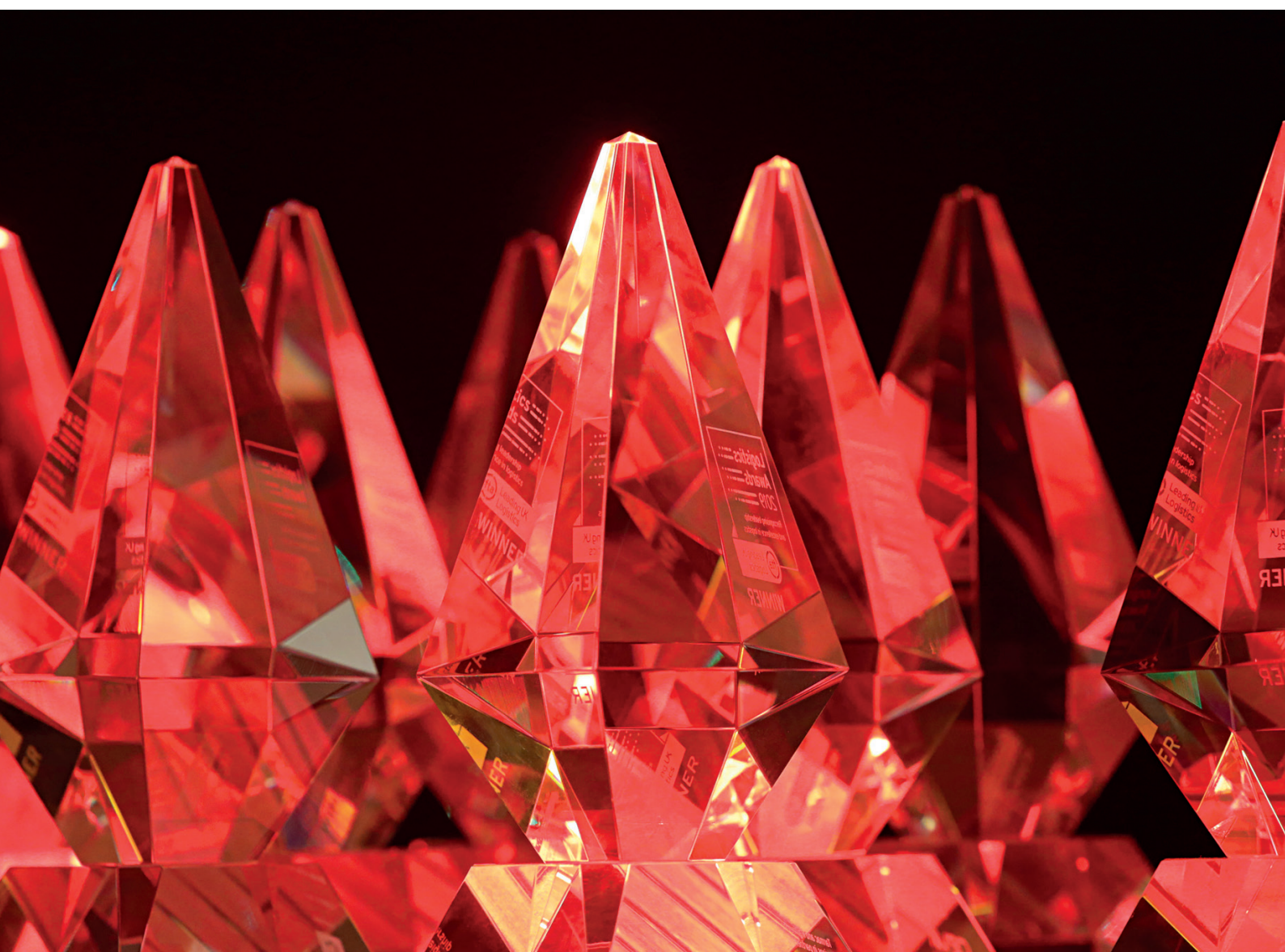
FTA Logistics Awards
Guest engagement
Thursday 10 December 2020
Park Plaza Westminster Bridge, London
Target number of guests: 500

Logistics :::::
Awards ==:::
2020 =====

Recognising leadership
and excellence in logistics



Leading UK
Logistics



Overview

There will be a high-profile keynote address and post-dinner entertainment from a top-rated celebrity guest, the FTA Logistics Awards will be presented to those who have achieved the pinnacle of success

in their sector. We will also be announcing the FTA Logistics Lifetime Achievement Award, in recognition of their significant contribution to keeping UK industry at the forefront of the global economy.

www.fta.co.uk/logistics20

Expected audience

Among the organisations recognised in the awards will be representatives of all modes of freight transport, including air, sea, rail and road transport, as well as the industry's buyers and support sectors. The FTA Logistics Awards will bring together leaders from across the UK freight industry, including the following.

- Managing Directors, Directors of Operations, Commercial Directors, Heads of Logistics
- Senior level executives representing third-party logistics operators, supply chain operators, retailers and freight forwarders

Categories to choose from – The FTA Logistics Awards represents the best of the best in each sector, and includes:

- **Van Operator of the Year**
- **Air Business of the Year**
- **Water Business of the Year**
- **Rail Business of the Year**
- **Road Freight Operator of the Year**
- **Retail Shipper of the Year**
- **Logistics Partner of the Year**
- **Public Services of the Year**
- **Most Innovative Company of the Year**
- **Most Innovative Product of the Year**
- **Diversity Champion of the Year**
- **Rising Star of the Year**



Headline sponsor – £14,000 + VAT

Your company name becomes intrinsically associated with the **Logistics Awards** and to the event itself. Logos will appear on all promotional material leading up to the event and at the event itself – on call to action material, on the Logistics Awards website, regular e-shots, editorial and advertising in *Logistics Magazine*, exclusive social media content and at various points during the ceremony. We will also provide you with a 'tool-kit' to promote your sponsorship to your clients and customers.

The Logistics Awards will have a sustained marketing campaign lasting from now until the event in December so can offer an extremely cost-effective and efficient means of promoting your brand to the leaders of the logistics industry.

- Naming right, ie **FTA Logistics Awards 2020** sponsored by **XXXX**
- Prominent branding on e-shots sent to FTA contacts (mailed to over 30,000 industry contacts)
- Branding and hyperlink to your website on FTA Logistics Awards website
- Branding on event materials sent to guests, like booking forms and invitations
- Recognition in PR activities
- Editorial in *Logistics Magazine*
- Exclusive social media content produced for you
- 'Tool-kit' for you to promote your sponsorship of the event
- Prime position table in pre-dinner drink reception with your company branding to act as a meeting point
- Branding placed around awards dinner including; drinks reception, 'selfie' photo backdrop, stage dressings, slides during awards presentation and signage associated with the awards
- Branding on front cover of the awards/dinner programme and include your company profile
- You will be allocated 1 table (12 guests per table) at the dinner (in a prime position) including Champagne dinner worth £3,500
- Key representative from your company will participate in awards ceremony including opportunity to give short address
- Branding on all category award trophies
- Provided with link to professional photos taken on evening for you to use in own PR
- Branding will remain on the FTA Logistics Awards webpage after the ceremony
- Branding on dedicated post-award e-shot to over 50,000 industry professionals about awards
- Recognition in the post awards feature in *Logistics Magazine* and full-page advert alongside



Category sponsor – £7,500 + VAT

Your company name associated with the **Logistics Awards** on all promotional materials, e-shots, print advertising and social media, in the lead up and after the awards ceremony.

Your brand will be positioned in front of the leaders of logistics, key influencers and decision makers on promotional materials encouraging entries for these prestigious awards.

As part of the package we can provide a tool-kit for you to promote your sponsorship to your clients and encourage them to put forward an entry and gain recognition for their work.

- Branding on e-shots sent to FTA contacts (mailed to over 30,000 industry contacts)
- Branding and hyperlink to your website on FTA Logistics Awards website
- Branding on event materials sent to guests, like booking forms and invitations
- Recognition in PR activities
- Editorial in *Logistics Magazine*
- Recognition in social media content about your award category
- Table in the pre-dinner drink reception with your company branding to act as a meeting point
- Branding placed around awards dinner including; 'selfie' photo backdrop, rolling branded slides during evening, slide during your category award presentation and signage associated with the awards
- Branding will feature in the awards/dinner programme and include your company profile
- You will be allocated 1 table (12 guests per table) at the dinner (in a prime position) including Champagne dinner worth £3,500
- Presentation of your own awards category on stage to the winning company by a key representative from your company
- Branding on category award trophies
- Full photographic coverage of the event including photo of your representative with your category winner
- Tagged in Tweet about category winner
- Provided with link to professional photos taken on evening for you to use in own PR
- Branding will remain on the FTA Logistics Awards webpage after the ceremony
- Branding on dedicated post award e-shot to over 50,000 industry professionals about awards
- Recognition in the post-awards feature in *Logistics Magazine*

FOR MORE INFORMATION CONTACT:

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2020

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