

Annual Dinner

26 February 2019

Grosvenor House, London W1



Sponsorship and Private Suites

For more information visit: www.flaevents.org.uk or contact Linda Charles-Richards on Tel: 020 7420 9626 or email: linda.charles-richards@fla.org.uk

Please note: all FLA events are subject to the application of competition law. Details will be available on the day and are included in the booking form.

Programme

7.00pm	Guests to arrive for pre-dinner drinks
7.45pm	Guests called for dinner
8.00pm	Introduction from FLA Chairman
8.15pm	Dinner served
8.45pm	Principal Guest Speaker
10.20pm	After dinner speaker
10.50pm	After dinner drinks (cash bar opens)
11.00pm - 2.00am	Carriages

Book now at:

www.flaevents.org.uk or contact Linda Charles-Richards on
Tel: +44 (0)20 7420 9626 or email: linda.charles-richards@fla.org.uk

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Sponsorship packages



NEW Chairman's VIP Guests Invitation cards

£12,250 +VAT

Your company logo will appear on the Chairman's VIP invitation cards sent to over 200 guests attending the Dinner. In addition the sponsor will receive the following benefits:-

- The sponsor will be offered one premium table location with eight (8) complimentary tickets.
- Two (2) invitations to the Chairman's reception.
- Your company logo will appear on all invitation cards sent to VIP guests attending the chairman's champagne reception.
- The sponsor will be offered the opportunity to place branding in the Great Room Foyer which will be visible to all guests attending the dinner.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.
- The sponsor will have the opportunity to hyperlink their logo to a dedicated page on their website.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- The sponsor will receive a preview copy of the dinner booklet one week prior to the event.
- During the dinner all sponsor logos will rotate on a loop and project on a 14ft screen within the Great Room.
- The sponsor's logo will feature in the dinner booklet distributed to over 1,500 guests attending the event.

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Sponsorship packages



NEW Additional add-on package sold with the Chairman's VIP Guests Invitation cards

Private Suite * **£1,250 + VAT**

For an additional fee you can have exclusive use of the Buckingham Suite to host your own private reception. This suite is located adjacent to the Great Room foyer entrance and is visible to all 1,500 members and their guests attending the dinner.

The benefits of this this suite include:

- Use the suite as a meet and greet point for your guests attending the dinner.
- An opportunity to increase your brand awareness.
- Exclusive use of the Buckingham Suite for a private drinks reception from 7.00pm to 8.00pm, and 11.00pm - 2.00am.
- Your company logo on A5 table signage displayed within your drinks reception in the Buckingham Suite (The FLA will provide this signage).
- Your corporate logo will be placed in the listing of hosted drinks receptions in the annual dinner booklet.
- Over 1,500 guests attend the dinner, having a private suite is a great way for those attending the event to make contact with you during the evening.
- Invite existing and potential new clients to join your organisation for a pre or post drink.
- Our professional photographer will capture photos of your reception – why not send your clients framed photos of the evening as a “thank you” for attending?

Your company logo will be displayed on signage (A3 size) outside the reception suite. (The FLA will provide this signage).

The room hire includes:

- Use Dedicated waiting staff.
- Cocktail tables with linen.
- Dried snacks and tea lights.
-

*Should you wish to hire the Buckingham suite separately the charge would be £3,250 + VAT

Event Photography Sponsor

£12,000 +VAT

Professional photographers capture the evening's proceedings. These images are displayed on screens at the end of the evening and are also made available to guests to view after the event via a website.

- The sponsor will be offered one premium table location with ten (10) complimentary tickets.
- Exclusive use of the Spencer Suite for a private drinks reception from 7.00pm to 8.00pm, and 11.00pm – 2.00am.
- Two (2) invitations to the Chairman's reception.
- The sponsor will have exclusive use of the event photographer at their reception in the Spencer suite between 7.00pm and 7.15pm.
- All photographs taken during the pre-dinner receptions will be displayed on the holding screen in the Great Room at the close of the Dinner. The photo frame will feature the sponsor's logo.
- There will be an opportunity to host the photographs on the sponsor's corporate website.
- Post-event email alert to all members directing them to the sponsor's website to view the photographs 3 weeks after the event.
- The sponsor will receive a preview copy of the dinner booklet one week prior to the event.
- Your company logo on A5 table signage displayed within your drinks reception in the Spencer Suite (The FLA will provide this signage).
- Your company logo will feature on all promotional materials in so far as practical.

After Dinner Speaker Sponsor

£11,000 +VAT

In 2017 almost 1,500 guests saw the sponsor's logo on screen throughout the entire after-dinner speech.

- The sponsor will be offered one premium table location with four (4) complimentary tickets.
- Two (2) invitations to the Chairman's reception.
- Your company logo will appear on the screen throughout the artist's performance as a back-drop.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- The sponsor will receive a preview copy of the dinner booklet one week prior to the event.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

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NEW Dinner Invitation cards

£10,250 +VAT

Your company logo will appear on all dinner invitation cards sent to over 1,300 members and their guests attending the Dinner. In addition the sponsor will receive the following benefits:-

- The sponsor will be offered one premium table location with six (6) complimentary tickets.
- Two (2) invitations to the Chairman's reception.
- Your company logo will appear on all invitation cards sent to members and their guests attending the dinner.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.
- The sponsor will have the opportunity to hyperlink their logo to a dedicated page on their website.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- The sponsor will receive a preview copy of the dinner booklet one week prior to the event.
- During the dinner all sponsor logos will rotate on a loop and project on a 14ft screen within the Great Room.
- The sponsor's logo will feature in the dinner booklet distributed to over 1,500 guests attending the event.

Main Pre-Dinner Drinks Sponsor

£8,250 +VAT

All guests attending the dinner are invited to the main pre-dinner drinks reception which takes place in the Ballroom.

- The sponsor will be offered one premium table location with six (6) complimentary tickets.
- Two (2) invitations to the Chairman's reception.
- The sponsor will have the opportunity to place branding throughout the Ballroom Foyer and the Ballroom during the pre-dinner drinks reception which takes place from 7.00pm - 7.45pm.
- Branded merchandise may be displayed in the Ballroom at cost to the sponsor, subject to FLA approval.
- The sponsor will receive a preview copy of the dinner booklet one week prior to the event.
- Your company logo will be on A5 table signage displayed.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

Annual Dinner Booklet Sponsor

£7,500 +VAT

The FLA's Annual Dinner Booklet is distributed to all guests, providing a comprehensive guide to the evening and features the seating plan with a full listing of all attendees.

- The sponsor will be offered one premium table location with three (3) complimentary tickets.
- One (1) invitation to the Chairman's reception.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- Your company logo will appear on the Director General's Welcome introduction page.
- Your company logo will appear in a prominent position on the front cover of the dinner booklet.
- The sponsor will receive a preview copy of the dinner booklet one week prior to the event.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

Chairman's Champagne Reception Sponsor

£7,250 +VAT

The Chairman's reception is attend by all VIP guests.

- The sponsor will be offered one premium table location with six (6) complimentary tickets.
- Four (4) invitations to the Chairman's Reception.
- Your company logo will appear on all napkins served at the pre-dinner drinks reception on the Rink Bar. The FLA will provide the napkins at no cost to the sponsor.
- Your company logo on A5 table signage will be displayed within your drinks reception on the Rink Bar (pre-dinner only). The FLA will provide the signage at no cost to the sponsor.
- A dedicated plasma screen displaying your company message within the pre-dinner drinks reception area on the Rink Bar. Content, subject to FLA approval.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- Allocated space within the Rink Bar for corporate branding during the Chairman's Reception.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

Wine Sponsor

£6,000 +VAT

Your company logo will appear on specially designed tags attached to every bottle of wine served throughout dinner. It will also feature on the napkins served with after-dinner drinks.

- The sponsor will be offered one premium table location with three (3) complimentary tickets.
- One (1) invitation to the Chairman's reception.
- Your company logo and text will appear on all wine bottle tags.
- Your company logo will appear on all napkins used when guests are served their after dinner port, coffee and brandy.
- Napkins and bottles will be provided by the FLA at no cost to the sponsor.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

Seating Plan Sponsor

£5,500 +VAT

Put your company branding in front of the entire FLA Dinner guest list by sponsoring an 80" plasma screen displaying the seating plan.

- The sponsor will be offered one premium table location with two (2) complimentary tickets.
- One (1) invitation to the Chairman's reception.
- Your company logo will be placed in a prominent position on an 80" plasma screen in the Great Room foyer and on the holding screen (10.5ft x 14ft) in the Great Room.
- The sponsor will receive a preview copy of the dinner booklet one week prior to the event.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

Post Event - Rink Bar Branding

£5,000 +VAT

After the formal proceedings have concluded, guests move to the Rink Bar for further networking. This is a perfect branding opportunity to enhance your company's visibility during the post drinks reception.

- The sponsor will be offered one premium table location with two (2) complimentary tickets.
- One (1) invitation to the Chairman's reception.
- The sponsor will have the opportunity to place branding on the Rink Bar (at cost to the sponsor), during the post-dinner drinks reception which takes place from 11.00pm - 2am.
- A dedicated plasma screen displaying your company message during the post-dinner drinks reception, subject to FLA approval.
- Your company logo on A5 table signage maybe displayed within your post-dinner drinks reception on the Rink Bar. The FLA will provide this signage at no cost to the sponsor.
- Branded merchandise may be displayed at cost to the sponsor, subject to FLA approval.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

NEW Table Gifts – Branded boxed chocolates

£4,500 +VAT

Your company logo and message will appear on all after dinner chocolates served to guests at the Dinner. In addition the sponsor will receive the following benefits:-

- The sponsor will be offered one premium table location with two (2) complimentary tickets.
- Two (2) invitations to the Chairman's reception.
- Your company logo will appear on all after dinner chocolates offered to guests attending the dinner.
- Boxed chocolates will be provided by the FLA at no cost to the sponsor.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.
- The sponsor will have the opportunity to hyperlink their logo to a dedicated page on their website.
- The sponsor will be entitled to place a complimentary full page advertisement within the dinner booklet. Artwork provided to the FLA by the sponsor.
- During the dinner all sponsor logos will rotate on a loop and project on a 14ft screen within the Great Room.
- The sponsor's logo will feature in the dinner booklet distributed to over 1,500 guests attending the event.

Help Desk Sponsor

£3,950 +VAT

The help desks are located in the Great Room foyer. As all 1,500 guests walk through the Great Room foyer your branding will be visible.

- The sponsor will be offered one premium table location with one (1) complimentary ticket.
- One (1) invitation to the Chairman's Champagne Reception.
- Your company branding will be placed at the help desk - maximum 2 stands.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.
- The sponsor will have the opportunity to hyperlink their logo to a dedicated page on their website.
- During the dinner all sponsor logos will rotate on a loop and project on a 14ft screen within the Great Room.
- The sponsor's logo will feature in the dinner booklet distributed to over 1,500 guests attending the event.

Sponsorship packages



Menu Sponsor

£3,750 +VAT

Your company logo will appear on all menu cards placed on the tables at the Dinner. In addition the sponsor will receive the following benefits:-

- The sponsor will be offered one premium table location with two (2) complimentary tickets.
- One (1) invitation to the Chairman's reception.
- Your company logo will appear on all menu cards placed at each place setting.
- The menu, including the sponsor's logo will be printed in the Annual Dinner booklet.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

Welcome Signage Sponsor

£2,950 +VAT

Your company logo will appear in a prominent position on all wall mounted signage displayed throughout the hotel.

- The sponsor will be offered one premium table location with one (1) complimentary ticket.
- One (1) invitation to the Chairman's reception.
- Your company logo to appear on all welcome signage throughout the hotel.
- Your company logo will feature on all promotional materials in so far as practical.
- The FLA will ensure that your company logo will appear on the event page on the FLA website, subject to FLA guidelines.

Sponsorship packages



Advertising Opportunities

£999 +VAT

A great opportunity to advertise your company to all guests attending the dinner.

- Members may place a full page advertisement within the dinner booklet. Artwork provided to FLA by the sponsor.
- The DL-sized booklet is distributed to all guests attending the dinner. It provides a comprehensive guide to the evening and the seating plan together with a full listing of all attendees.
- Space is limited so requests will be on a first come first served basis.

From £1,750 +VAT

Do you want to host your own reception before and after the dinner?

The FLA has secured a number of private suites which members attending the dinner can use to host their own pre and post reception.

The benefits of taking a suite include:

- Use the suite as a meet and greet point for your guests attending the dinner.
- An opportunity to increase your brand awareness.
- Your corporate logo will be placed in the listing of hosted drinks receptions in the annual dinner booklet.
- Over 1,500 guests attend the dinner, having a private suite is a great way for those attending the event to make contact with you during the evening.
- Invite existing and potential new clients to join your organisation for a pre or post drink.
- Our professional photographer will capture photos of your reception – why not send your clients framed photos of the evening as a “thank you” for attending?
- You can even arrange your own entertainment in your suite – a juggler, a magician or live music.

The room hire includes:

- Your company logo will be displayed on signage (A3 size) outside the reception suite. (The FLA will provide this signage).
- Dedicated waiting staff.
- Cocktail tables with linen.
- Dried snacks and tea lights.

Host a Private Reception



The following suites are located in 86 Park Lane



The Adams Suite

Standing Reception for 30 guests
Room Hire £1,700 + VAT



The Apsley Suite

Standing Reception for 35 guests
Room Hire £1,800+ VAT



The Albemarle Suite

Standing Reception for 110 guests
Room Hire £3,975 + VAT



The Aldford Suite

Standing Reception for 50 guests
Room Hire £2,050 + VAT

Host a Private Reception



The following suites are located in 86 Park Lane



The Barnato Suite

Standing Reception for 30 guests
Room Hire £1,700 + VAT



The Brook Suite

Standing Reception for 35 guests
Room Hire £1,750 + VAT



The Burlington Suite

Standing Reception for 70 guests
Room Hire £2,250 + VAT



The Court Suite

Standing Reception for 220 guests
Room Hire £2,900 + VAT

Host a Private Reception



The following suites are located in 86 Park Lane



The Somerset Suite

Standing Reception for 35 guests
Room Hire £1,850 + VAT



The Stratton Suite

Standing Reception for 45 guests
Room Hire £1,925 + VAT

Host a Private Reception



The following suites are located in the Great Room



The Guthrie Suite

Standing Reception for 40 guests
Room Hire £ 2,575+ VAT



The Jeeves Suite

Standing Reception for 120 guests
Room Hire £ 3,300+ VAT



The Simpson Suite

Standing Reception for 100 guests
Room Hire £3,300 + VAT