



BIC BREAKFASTS

Exclusive Sponsorship Package
Various Dates 2020

London Venue (alternative venues/cities possible)

What is a BIC Breakfast?

Introduced in 2013, BIC Breakfasts are now a highly popular series of short (approximately 90 minutes), informal, monthly sessions for BIC members & non-members to attend before work, to discuss any book industry supply chain issues / success / challenges of interest or concern. They are also known as sessions for knowledge gathering about specific topics and invariably sell out within two or three days of tickets being released.

These events cover a specific subject each time, serve as great opportunities for networking, and are open to all levels of membership.

Sessions (with breakfast provided) are free to all BIC members and there is a small charge for non-members.

Spaces are limited to 30 per session in order to keep each event informal and encourage dialogue.

Sponsorship Package

Sponsorship of the event will be exclusive to one sponsor only.

BIC reserves the right to have the final say with regards topic and selection of speakers.

Sponsorship Package includes the following:

- Sponsor logo on event page on BIC's website.
- Information about the sponsor and link to sponsor's website on the BIC Eventbrite's event page.
- Sponsor logo on both the Welcome and Thank You screens at the event.
- Sponsors mentioned by BIC in social media prior to the event, e.g. on Twitter, LinkedIn and Facebook (over 3.3K connections).
- Sponsor mentioned, with links to websites, in the monthly editions of BIC's "What's Happening?" newsletter to our members and non-members mailing lists: (approximately 1.1K contacts)
- Sponsor mentioned and thanked by BIC at the opening and close of the event.
- Sponsor mentioned with logo on the "Thank You to all our Past Sponsors" area of the BIC website.
- Advance release to sponsor of the list of organisations that will be attending (**NB: to comply with GDPR we cannot release names or email details without prior consent of attendees, which we will endeavour to get for you**) so that you can decide if you want us to introduce you to particular people.
- Dedicated 5 minute speaking slot at the start of the event.
- Guaranteed spaces for 2 sponsor attendees.
- Placement of sponsor's marketing material at the event (to be brought to the event by the sponsor – or sent to BIC no less than one week in advance). This could include, brochures, catalogues, flyers, pop-up banners etc. **NB: sponsor is solely responsible for making their own arrangements to take back marketing collateral after the event. BIC is not able to do this.**

Cost of the Exclusive Sponsorship Package at a venue chosen by BIC (BIC to arrange and pay for room and breakfast / refreshments for 30 attendees):

The cost is £790.00 plus VAT

Cost of the Exclusive Package at Sponsor's own venue / location (sponsor to provide and pay for suitable venue / room and also a light breakfast teas and coffees for 30 attendees):

The cost is £420.00 plus VAT

Interested?

Contact info@bic.org.uk to discuss further.



The book industry's supply chain organisation