



Event Sponsorship Opportunities and Exhibitor  
Booking Form

# **THE LOTTERIES COUNCIL**

**ANNUAL CONFERENCE & AGM 2020**

**18th & 19th March**

**(Plus, night prior 17<sup>th</sup>)**

**Hilton Warwick Hotel, Stratford Road, Warwick**





## ANNUAL CONFERENCE & AGM 2020

18th & 19th March  
Hilton Warwick Hotel, Stratford Road, Warwick CV34 6RE

Over 150 delegates from a great mix of local and national charities, sports clubs and lottery sector suppliers

Many NEW members attending for the first time

Interactive workshops

Top speakers

Gala Dinner, & Entertainment

The Lotteries Council would like to invite you to exhibit at the 2020 Conference at The Hilton Warwick Hotel, Warwickshire in March. The event is set to be our biggest and best yet, so we hope you will be keen to join us and meet with friends old and new.

There will be ample opportunity to promote your services and to share potential business opportunities with delegates, many of whom will be attending the conference for the first time. The Exhibitors Forum will once again be one of the workshop activities, creating dedicated timeslots for you to meet and speak with attendees. In addition, there will be plenty of opportunity to chat informally with delegates during breaks and at meal times.

Finally, we would like to encourage you to consider a special offer for conference attendees in order to incentivize delegates to seek you out. This could be a Free Consultation; a Discount on your Services; Free Gifts / Promotions etc. etc.

For further information and to book your place at the Conference, please complete the online booking form and return it to Tina Sandford by Friday 22nd November 2019

Tony Vick  
CHAIRMAN  
The Lotteries Council



## **SPONSORSHIP PACKAGE – MAIN SPONSOR**

**Amount: £3,750**

### **The Sponsor agrees to:-**

- Cover the costs of the main auditorium during both days of the Conference.
- Provide an exhibition stand and promotional material to be situated in The Exhibitors' Hall and to ensure that the promotional stand is manned in accordance to the Conference agenda

### **The Lotteries Council agrees to provide the Sponsor the following opportunities to promote their organisation:**

- All Lotteries Council Conference literature and signage will be branded as sponsored by the Main Sponsor (Gala dinner, Entertainment, Awards Ceremony, Evening drinks reception, Lanyards, Badges and Brochure)
- Guaranteed accommodation at the main conference venue rather than being allocated to the alternate accommodation.
- Acknowledgement during the opening and closing remarks of the Conference
- The opportunity to speak after the Chair of The Lotteries Council opening speech
- The Main Sponsor to receive an A4 full page full colour advertisement in The Lotteries Council Conference brochure
- Main Sponsor banners will be located in the main Conference room
- The Main Sponsor will be allocated space for a promotional stand in The Exhibitors Room aimed to generate new business
- Recognition through social media channels and on The Lotteries Council website
- Refreshments and lunch for the Main Sponsor and attendees across the two days.



## **SPONSORSHIP PACKAGE – GALA DINNER SPONSOR**

**Amount: £2,750**

**The Sponsor agrees to:-**

- Cover the cost of table wine for all attendees at the Gala Dinner.
- Option to supply branded table gifts for all delegates.

**The Lotteries Council agrees to provide the following:**

- A short introductory speech to be given during pre-dinner drinks by the sponsor
- The opportunity to provide the dinner guests with a branded corporate table gift
- Your logo on the Gala Dinner menus
- Recognition through social media channels and on The Lotteries Council website
- Your branding around the Gala Dinner room
- Acknowledgement during the opening and closing remarks of the Conference
- The GALA DINNER SPONSOR to receive an 1/4- -page full colour advertisement in The Lotteries Council Conference brochure



## **SPONSORSHIP PACKAGE – AWARDS SPONSOR**

**Amount: £600**

**The Lotteries Council agrees to provide the following:**

- Your logo and a link to your website on The Lotteries Council website
- Your logo to feature on each award
- Sponsor representative to present the awards
- Post-award photograph with award winners
- Recognition through social media channels and on The Lotteries Council website
- Acknowledgement during the opening and closing remarks of the Conference
- The AWARDS SPONSOR to receive an 1/4-page full colour advertisement in The Lotteries Council Conference brochure



## **SPONSORSHIP PACKAGE – EVENING DRINKS RECEPTION SPONSOR**

**Amount: £400**

**The Lotteries Council agrees to provide the following:**

- Free-standing roll up banner at the drink's reception area
- Your logo in brochure and a link to your website on The Lotteries Council website
- Sponsor representative to provide a small speech at reception
- Recognition through social media channels and on The Lotteries Council website
- Acknowledgement during the opening and closing remarks of the Conference
- The EVENING DRINKS RECEPTION SPONSOR to receive an 1/4-page full colour advertisement in The Lotteries Council Conference brochure



## **SPONSORSHIP PACKAGE – CONFERENCE BROCHURE**

**Amount: Cost of print OR provision of print and design services**

**The Lotteries Council agrees to provide the following:**

- All sponsors to have their logo in the brochure
- Description of the sponsor's organisation i.e. what they do, how their fundraising makes a difference, background information
- Main brochure sponsor's logo on every page of the brochure
- Recognition through social media channels and on The Lotteries Council website
- Acknowledgement during the opening and closing remarks of the Conference



## **SPONSORSHIP PACKAGE – ENTERTAINMENT SPONSOR**

**Amount: £2,400**

**The Lotteries Council agrees to provide the following:**

- Introducing the act on the night
- Entertainment act to carry Sponsor branding
- An exclusive sponsor thank-you from entertainment act
- Recognition through social media channels and on The Lotteries Council website
- Acknowledgement during the opening and closing remarks of the Conference
- Your logo and a link to your website on The Lotteries Council website
- The ENTERTAINMENT SPONSOR to receive an 1/4-page full colour advertisement in The Lotteries Council Conference brochure





## **SPONSORSHIP PACKAGE – LANYARDS SPONSOR**

**Amount: £600 – SPONSORED by TOWER LOTTERIES**

**The Lotteries Council agrees to provide the following:**

- Provide badges, printed with delegates/exhibitors' names and companies on both sides
- Provide branded lanyards for each delegate/exhibitor or The LC to cover the cost of arranging for the print and preparation of badges/lanyards.
- Recognition through social media channels and on The Lotteries Council website
- Acknowledgement during the opening and closing remarks of the Conference
- The LANYARDS SPONSOR to receive an 1/4-page full colour advertisement in The Lotteries Council Conference brochure



## **EXHIBITORS PACKAGE**

**Amount £475**

**All exhibitors at The Lotteries Council Conference will be provided with:**

- Exhibition stand space to allow exhibition of goods and materials relating to their business
- Opportunities throughout the two-day event to speak with delegates from organisations throughout the United Kingdom
- An 1/4-page full colour advertisement in the Conference Brochure unless otherwise agreed through additional sponsorship packages
- Refreshments including lunch for no more than two company representatives over both days
- Reference on The Lotteries Council website
- The opportunity, where possible, to apply for Sponsorship Packages to further enhance their presence at the Conference

Please also see Exhibitor Terms and Conditions for further details relating to Exhibition Packages.



**THE LOTTERIES COUNCIL CONFERENCE**  
**SPONSORS AND EXHIBITORS TERMS & CONDITIONS**

These Terms & Conditions apply to bookings made by parties wishing to exhibit at or sponsor any event organised by The Lotteries Council and are subject to review from time to time.

Any confirmed booking or sponsorship agreement does not constitute endorsement of that company or supplier by The Lotteries Council, its Board of Directors or Members.

1. The cost of exhibiting at any Lotteries Council event or sponsoring such event will be as described in the information provided.
2. Full payment for exhibition space or sponsorship must be made at the time of booking and be accompanied by a completed booking form.
3. Representative attendance at the Lotteries Council event is limited to a maximum of two unless by prior agreement with the Lotteries Council Events and Admin Manager. This may occur where increased representation forms part of a main sponsorship package.
4. Any amendments to bookings after confirmation has been received will be subject to a £25 administration fee.
5. Accommodation for Exhibitor Representatives cannot be assured at the main conference venue. Preference for accommodation at the main venue will be given to Conference Delegates and Primary Sponsor Representatives. Further main venue accommodation will be allocated and confirmed no less than two weeks prior to Conference. All other exhibitor representatives will be accommodated at a hotel of equivalent standard.



6. On confirmation of a booking, any subsequent cancellation by the exhibitor or sponsor will attract the following charges:

- a. Cancellation up to 12 weeks before an event – 50% refund. Thereafter, no refund is possible (Hotel policy).

7. In the event of cancellation by The Lotteries Council a full refund will be made.

8. Exhibitors are responsible for all promotional stands including the erection and safety of such stands and will be asked to provide evidence of Public Liability Insurance

9. Any requests for audio visual equipment hire must be made at the time of booking and will be subject to availability

10. Any additional costs incurred in the hire of such equipment must be met by the exhibitor or sponsor.

11. Provision of electrical supply to stands is available to limited exhibition space and is allocated on a “first come first served” basis.

**The Lotteries Council reserves the right to amend these Terms & Conditions without prior notice but will always endeavour to ensure that any changes made are not detrimental to bookings for current events.**



## **Correspondence**

Please address all correspondence to:

Tina Sandford  
Events & Admin Manager  
The Lotteries Council

9, Spruce Drive, Shrewsbury, SY1 2UX

Email: [conference20@lotteriescouncil.org.uk](mailto:conference20@lotteriescouncil.org.uk)

Mobile: 07954 723224