



The AM Awards 2016 Partnership Opportunities

AM Awards

The AM Awards recognises the best businesses and people within our industry at a prestigious black tie event at the ICC, Birmingham on 11th February 2016.

Viewed by many as the industry 'Oscar's', the awards bring together guests and senior decision makers from all across the country to celebrate best practice and network with over 1,000 of their fellow industry peers.

Sponsoring one of the most coveted awards in the industry will not only allow you to strengthen existing and forge new relationships with some of the best performing dealerships of the year but also provide an excellent hospitality package to entertain key clients.

Key Sponsor Benefits

Sponsorship has long been considered a valuable marketing tool allowing you access to the most pro-active companies and individuals within an industry.

Sponsorship at the AM Awards 2016 will allow you to:

- Reconfirm and enhance your company image to both existing and potential new clients by association with the most revered and coveted awards within the industry.
- Reach out and communicate with previous hard to reach clients.
- Create synergy /engagement with the winning company / individual of your sponsored category.
- Entertain key clients from your existing client base with corporate hospitality.

In addition, sponsors pre – event , on the night and post event branding/exposure acts to reinforce your company position as industry leaders committed to rewarding and recognising the best the industry has to offer whilst raising awareness of your company, products and services.



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AM Awards 2016 Categories

Digital Awards

Best Dealer Website
Best Use of Social Media
Best Use of Television and/or Video
Best Manufacturer Digital Innovation

Excellence in Business Awards

Best Training and Development Programme
Best Retailer Environmental Initiative
Best Sales Team (New or Used Cars)
Excellence in Aftersales
Excellence in Customer Service
Best Service Reception Team

Manufacturer Awards

Used Car of the Year
New Car of the Year
Franchise of the Year

Headline Awards

Dealer Principal/General Manager of the Year
Digital Initiative of the Year
Manufacturer of the Year
Retailer of the Year
Business Leader of the Year
AM Hall of Fame

Retailer Awards

Best Used Car Performance
Best Fleet Operation
Best Van Dealer.....
Most Improved Dealership
Best Dealership
Best Retail Group (up to and inc 10 sites)
Best Retail Group (more than 10 sites)



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Band C Sponsorship

Investment £8,000

- Company Logo on all pre and post event promotions (smaller than Band B & Band A)
- Online profile on awards website (150 words)
- 5 tickets to the Awards Dinner
- Shared logo on big screens
- Presentation of awards with photographs
- Trophy with company name engraved
- Logo inside front cover of awards brochure
- Photos of you supplying winner trophy in editorial review
- 1st tier tickets
- Full page advert in awards brochure
- Access to sponsors drink reception (with table guests)

Band B Sponsorship

Investment £10,000

- Company Logo on all pre and post event promotions (larger than Band B)
- Online profile on awards website (250 words)
- Table of 10 at the Awards Dinner
- Exclusive large logo on big screens
- Presentation of awards with photographs
- Trophy with company name engraved
- Full page advert in Award Review Issue of AM
- Logo inside front cover of awards brochure
- Photos of you supplying winner trophy in editorial review
- Opportunity to provide video for shortlist e-zine sent to AM database
- 1st tier tickets
- Full page advert in awards brochure
- Access to sponsors drink reception (with table guests)

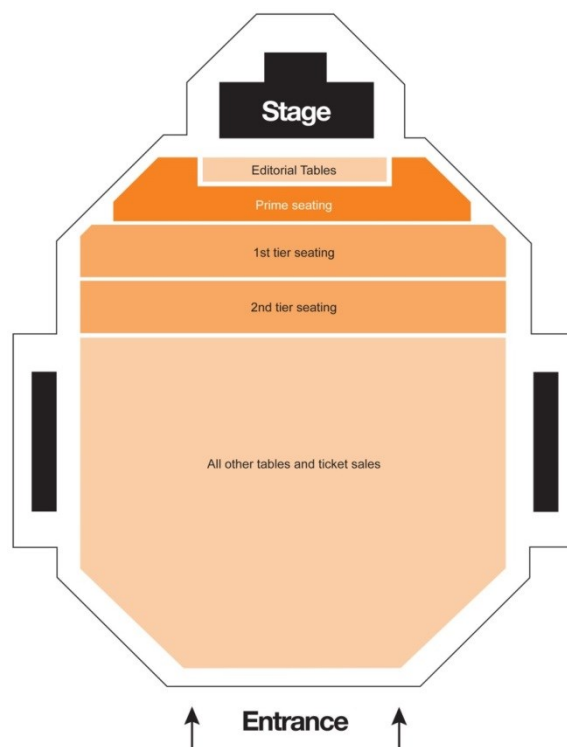


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Band A Sponsorship

Investment £12,000

- Company logo on all pre event and post event promotions (larger than Band C)
- Online profile on awards website
- Table of 10 at the Awards Dinner (to include magnum of champagne)
- Prime positioning of table at the event
- Large logo throughout dinner on big screens
- Presentation of awards with photographs
- Trophy with company name engraved
- Logo inside front cover of awards brochure
- Photos of you supplying winner trophy in editorial review
- A full page advert in the Awards Review Issue of AM
- A full page advert in Awards Brochure
- Opportunity to provide a video for shortlist e-zine sent to AM database
- Editorial style comment column in winners post event coverage
- Access to the sponsors drink reception(with table guests)
- Editorial style announcement of your sponsorship pre event
- 5 day super banner to announce sponsorship (on awards website)





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AM Package Comparisons

AWARDS PACKAGE	£8,000	£10,000	£12,000
	BAND C	BAND B	BAND A
Company logo on all pre and post event promotions	Small	Large	Large
Online profile on awards website	150 words	250 words	250 words
Attendance to the awards dinner	5 tickets	1 table of 10	1 table of ten with champagne
Logo throughout dinner on big screens	Small logo	Big logo	Big logo (exclusive)
Presentation of award with photographs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trophy with company name engraved	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on inside front cover of awards brochure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Photos of you supplying winner trophy in editorial review	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Positioning of tickets	1st tier	1st tier	Prime seating
A full page advertisement in the AM Awards review issue	No	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
A full page advertisement in the awards brochure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to provide a video for our shortlist e-zine	No	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Editorial style comment column in winners coverage	No	No	<input checked="" type="checkbox"/>
Access to the sponsors drink reception (with table guests)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Editorial announcement of your sponsorship pre event	No	No	<input checked="" type="checkbox"/>
5 day super banner on awards website	No	No	<input checked="" type="checkbox"/>

Additional Opportunities

- Pre-Dinner Drinks Sponsorship
- Table Gifts
- Casino Sponsor.....
- Photo Booth Sponsorship
- Scalextric Sponsorship
- Video
- Band Sponsorship.....
- Shortlisted/ Winners Roundtable.....

Please contact an Account Manager:

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Additional Opportunities

PRE DINNER DRINKS SPONSOR:

A prestigious reception event, prior to the awards ceremony & dinner, honouring your company as the host. The reception will be branded as 'AM Awards pre-drinks reception hosted by'

Pre-event

- Your company logo featured on personal invitations prior to the awards (solus) and on all joining instructions sent to registered hosts/guests
- Your logo to appear on pre-event advertisements alongside other event sponsors
- Company logo to be included on the event website, with a click through to your site and 150 word profile to further promote your sponsorship

At the event

- Branding on all relevant event directional signage to drinks reception
- Sponsorship acknowledgement and branding on 'order of events' page of awards menu & programme
- Branding on sponsors scroll during dinner
- Discreet company branding in prominent entrance location to drinks reception (i.e. welcome graphics to include sponsor branding)
- Make an impact at the start of the evening - as the exclusive sponsor of the pre-dinner drinks reception, your company can enhance the branding in the hall where all attendees will gather before dinner (additional branding costs responsibility of the sponsor)
- Opportunity for company directors to welcome all guests as they arrive at the entrance
- Table of 10 at the event

Cost 6K +vat

TABLE GIFTS:

If you are looking for a way to create lasting branding to the automotive industry then providing a table gift for each guest can achieve just that. Suggested gifts could include branded USB's, high quality branded chocolates, business card holders, etc. (quality to be in keeping with a prestige event). Also included in this package is pre and post event logo branding on all marketing material and a full table of 10 at the event. **Cost 6K +vat** (sponsor to supply one gift per guest)

Companies already sponsoring an award with Band A or B sponsorship can upgrade to include the above package without additional table at a cost of **£2.5k +vat**



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Additional Opportunities

PHOTOBOOTH:

Help guests celebrate and make a lasting impact with sponsorship of the photo booth. Sponsorship includes company branding on the booth, branding on all the photos printed on the night for all guests, a copy of the CD of all pictures taken on the evening, pre and post event logo branding on all marketing material, logo branding on the big screen throughout the night and a full table of 10 at the event. **Cost 6K +vat**

Companies already sponsoring an award with Band A or B sponsorship can upgrade to include the above package without additional table at a cost of **£2.5k +vat**

SCALEXTRIC SPONSORSHIP:

Racing takes place on a purpose-built model of an eight-lane racing circuit with hazard chicanes, hairpin bends and blistering straights. The scalextric is the only one of its kind in the country and at its largest track size (24' x 8') is also the biggest, guaranteeing the WOW factor at the Awards!

In practical terms, you'll receive the following:

- Logo branding on trackside advertising boards (POA)
- Logo branding on all pre and post event material (where all sponsors are reported)
- Logo and profile in the evening programme
- Logo and profile on the event website
- Table of 10 at the event

Cost £6k +vat

Companies already sponsoring an award with Band A or B sponsorship can upgrade to include the above package without additional table at a cost of **£2.5k +vat**

BAND SPONSORSHIP:

During the evening, our big band will entertain our audience in the main hall, as well as providing a live 'sting' during each and every award category. Post awards, they'll give the evening an extra lift and play before the real networking begins.

In practical terms, you'll receive the following

- Logo branding on the front of the band lecturns
- Logo branding on all pre and post event material (where all sponsors are reported)
- Logo and profile in the evening programme
- Logo and profile on the event website
- Table of ten to host your own guests at the event

Cost 6K +vat

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