



Destination Britain North America

Destination Britain North America 2011 - Sponsorship Opportunities
www.destinationbritain-northamerica.com

VisitBritain has developed a portfolio of sponsorship opportunities available exclusively to participating British partners. The following pages illustrate a selection of ways for your company to increase your brand positioning at Destination Britain North America and maximize exposure with key tour operator decision makers from across the region. Sponsorship opportunities include support of breaks, dinners, receptions and marketing materials for the North American buyers.

Gold Level Opportunities

Sponsor a Cocktail Reception

Includes:

- Room branding
- Presentation opportunity
- AV presentation
- Logo on Destination Britain North America website as event sponsor
- Logo in Destination Britain North America profile manuals as sponsor
- Included in event sponsor listings in all Destination Britain North America communications pre-event

Dates & Cost:

Monday, September 26th 2011, New York – \$17,000

Tuesday, September 27th 2011, New York – \$8,000

Sponsor an Evening Dinner

Includes:

- Room branding
- Presentation opportunity
- Logos on menus
- Logo on Destination Britain North America website as event sponsor
- Logo in Destination Britain North America profile manuals as sponsor
- Included in event sponsor listings in all Destination Britain North America communications pre-event

Dates & Cost:

Tuesday, September 27th 2011, New York - \$30,000

Sponsor Post Dinner Entertainment

Includes:

- Room branding
- Presentation opportunity
- Logo on Destination Britain North America website as event sponsor
- Logo in Destination Britain North America profile manuals as sponsor
- Included in event sponsor listings in all Destination Britain North America communications pre-event

Dates & Cost:

Tuesday, September 27th 2011, New York - \$8,000

Silver Level Opportunities

Sponsor Morning & Afternoon Coffee/Tea Breaks

Includes:

- Refreshment area branding
- Logo on Destination Britain North America website as event sponsor
- Logo in Destination Britain North America profile manuals as sponsor
- Included in event sponsor listings in all Destination Britain North America communications pre-event

Dates & Cost:

Tuesday, September 27th 2011, New York – \$3,500 per break AM / PM

Wednesday, September 28th 2011, New York – \$3,500 per break AM / PM

Bronze Level Opportunities

Sponsor Supplier Profile Manuals for USA & Canadian Buyers

Advertise your product / service by taking a 1-page advert in the supplier profile manuals used at the event by the US & Canadian operators:

Supplier Profile Manual for North American Buyers

“Back cover” color advertisement in A5 size ring bound supplier manual - Cost: \$1000

“Inside front cover” color advertisement in A5 size ring bound supplier manual - Cost: \$800

Sponsor Event Lanyards

All delegates will be given name badges to be worn with a lanyard throughout each event.

Includes:

- Logo on Destination Britain North America website as event sponsor
- Logo in Destination Britain North America profile manuals as sponsor

- Included in event sponsor listings in all Destination Britain North America communications pre-event

Cost - \$500.00 (total est. 250). Sponsor to also cover cost and supply of lanyards

Sponsor Breakfast coupons for hosted USA & Canadian Buyers

Includes:

- Logo on Destination Britain North America website as event sponsor
- Logo in Destination Britain North America profile manuals as sponsor
- Included in event sponsor listings in all Destination Britain North America communications pre-event
- Acknowledgment introduction to USA & Canadian buyers at Destination Britain North America

Dates & Cost:

Tuesday, September 27th 2011, New York – \$1000

Wednesday, September 28th 2011, New York – \$1000