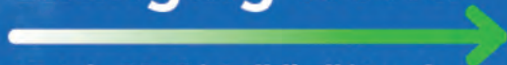


Road safety in a changing world



17 July 2020 | Guildhall | London



PROPOSAL FOR POTENTIAL SPONSOR(S)

Prepared by



1. Overview of event & sponsorship

- **Date:** 22 July 2020
- **Venue:** Guildhall, City of London
- **Format of day:** Conference, exhibition and drinks reception
- **No of attendees:** 200 (anticipated)
- **Profile of attendees:**
 - Local authority road safety and active travel professionals from across London and other UK cities
 - Elected members with an interest in road safety/active travel
 - Fire & rescue and police officers
 - Road safety/active travel professionals from private sector and academia
- **Sponsorship opportunity:** either sole headline sponsor or co-sponsor (with one other)

Investment: either £5,000 (sole sponsor) or £2,500 (co-sponsor) plus VAT

2. Background

The conference, 'Road Safety in a changing world', will cover the gig economy, micro mobility and the future of road safety education.

The conference is being organised by the London Road Safety Council (LRSC), which aims to reduce road collisions and casualties by providing a forum to discuss road safety issues, delivering projects and promoting resources and publicity materials.

LRSC membership comprises both elected council members and professional road safety officers from the London boroughs. Transport for London (TfL) and other stakeholders, including the Metropolitan Police and City of London Police forces, are also represented.

The conference agenda is primarily intended for local authority road safety officers and elected members with an interest in road safety, police and fire & rescue officers, highways engineers, academics and road safety practitioners from the private sector.

The money raised through sponsorship will be used to offset the costs associated with staging the conference, and to fund complimentary places for LRSC members.



3. The venue

The conference will be held in the magnificent Livery Hall (below left) at the Guildhall, with the accompanying exhibition in the East and West Crypt (below right), the largest medieval crypts in London.

Built between 1411 and 1440, Guildhall was designed to reflect the importance of London's ruling elite; today its splendour is still awe-inspiring.

The combination of history and tradition with the very latest state-of-the-art built-in communication technology helps ensure that events are effective and smooth-running.



4. Sponsorship package

The sponsorship package comprises:

- Sole (headline) or co-sponsorship of the conference element of the event
- Sponsor branding prominently positioned on the event website, in banner adjacent to the event logo and LRSC logo, with wording 'In association with'
- Sponsor name check (and link to website) in all news stories about the event to be published on the LRSC & Road Safety GB websites
- Sponsor branding to appear on all collateral produced for the event (printed agenda, delegate badging etc)
- Complimentary 3m x 2m stand in the exhibition that will run alongside the conference
- Two complimentary delegate places at the conference, exhibition and drinks reception
- The opportunity to deliver a brief 'thanks for attending' message at the end of the conference (sole sponsor only)

Required investment: either £5,000 (sole/headline sponsor)

or £2,500 (co-sponsors - 2) plus VAT

5. More information

For more information about this sponsorship opportunity please contact either:

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