



HARROGATE WELCOMES THE WORLD

GALA DINNER

20th
September

SPONSORSHIP OPPORTUNITIES

To celebrate the Yorkshire 2019 UCI World Cycling Championships Harrogate Convention Centre is hosting a spectacular Royal Hall gala dinner on the eve of competition.

GALA DINNER | ROYAL HALL | 20 SEPT 2019



A UNIQUE SPONSORSHIP OPPORTUNITY

GALA DINNER

The *UCI Road World Championships* is the pinnacle event on the professional cycling calendar featuring the best male and female riders from around the globe.

Previous locations include *Melbourne (Australia)*, *Doha (Qatar)* and *Richmond (USA)* and in 2019, *Harrogate Welcomes the World* for nine days of world-class cycling in glorious Yorkshire, with every race finishing in our charming town.

From 21-29 September 2019, 1400 athletes representing 90 countries supported by 7,000 national federation members, delegates, technicians and journalists will gather in and around our District.



2019 is set to be a truly outstanding year for Harrogate's world-wide profile as a visitor destination and to celebrate; *Harrogate Convention Centre* is hosting a spectacular Royal Hall gala dinner on the eve of competition, **Friday 20 September 2019** for around 250 guests.

This black-tie event celebrating 400 years of Harrogate *welcoming the world* will be attended by leaders in Yorkshire's public and private and sectors.

BENEFITS OF SPONSORSHIP

- ✓ Increase your brand awareness
- ✓ Access to key decision makers
- ✓ Network with regional businesses and other key organisations



BE AN EVENT PARTNER

£5,000+VAT

Being one of three event partners is an opportunity for your business to raise your brand's awareness by being closely associated with *Harrogate Welcomes the World*, our district's 2019 marketing campaign in the run-up to the championships and this very special evening.

- ✓ Sponsor logo on event literature and digital platforms including; website, e-newsletter, invitation and event programme
- ✓ Sponsor logo on Royal Hall projection screen
- ✓ Full page colour advert in the souvenir gala dinner programme
- ✓ Front row table for 10 at the four course gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR A HERITAGE ERA AV MODULE

£2,500+VAT (OR 3X £2,500+VAT)

The evening includes 3 x3 minute multimedia presentations with celebrity narrator hailing the history of Harrogate through the ages.

- ✓ Sponsor logo on screen at the end of one three minute sequence
- ✓ Half page colour advert in gala dinner brochure
- ✓ Four tickets for the gala dinner (or table if all three modules sponsored)
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR THE DRINKS RECEPTION

£800+VAT OR PRODUCT IN KIND

- ✓ Sponsor branding in drinks reception area
- ✓ Half page colour advert in gala dinner brochure
- ✓ Two tickets for gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR THE ENTERTAINMENT

2,500+VAT

- ✓ Special thanks during the evening raising your brand awareness
- ✓ Logo on stage projection screen during entertainment
- ✓ Four tickets for the gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR THE TABLE CENTRES

£1,500+VAT OR PRODUCT IN KIND

- ✓ Recognition in event brochure
- ✓ Logo cards "Courtesy of..." with table centres
- ✓ Four tickets for the gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter



Harrogate Convention Centre is giving you the opportunity to promote your business by being part of the Harrogate Welcomes The World 2019 marketing campaign and Gala Dinner 2019.

If you are interested in being a part of this once in a generation event, please complete and return this form to sales@harrogateconventioncentre.co.uk

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Name:

Organisation:

Address:

Post Code:

Tel:

Email:

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Enclosed cheque made payable to Harrogate Convention Centre

Please forward an invoice

PO Number if required:

