

Sponsorship Opportunities

Global Events Congress IV **“Festivals and Events Research: State of the Art”** **14-16th July 2010**



**Bringing leading event and festival academics,
researchers, policy makers and practitioners
from all over the world to **Yorkshire.****



About the Global Events Congress

In summer 2010 Leeds Met will host the Global Events Congress in partnership with the University of Queensland, Australia and Sun Yat-sen University, China. The global event will see leading international event academics, practitioners and policy makers present on a wide range of issues relating to major and cultural events and festivals as well as the opportunities and latest research on major events worldwide. To date over 90 papers have been received from 20 countries across 4 continents including China, Brazil, United Arab Emirates, Australia, South Africa, Germany to name a few.

The following speakers will form part of the programme...

Major events and tourism

Alain Dupeyras

Head of Tourism, OECD, Paris

BS8901 and Sustainable events

Anne Hayes

Head of Market Development - Sustainability and Risk
BSI – British standards

Beyond economics: Managing the wider impacts of events and festivals

Dr Calvin Jones

Cardiff University, UK

How sponsorship works to benefit events, venues, and sponsors

Professor Kirk Wakefield

Hankamer School of Business, Baylor University, Texas, USA

Arts festivals and European public culture

Dr Monica Sassatelli

University of Sussex, UK

& Track Chairs

Dr Charles Arcodia, University of Queensland, Australia
Professor Franco Bianchini, Leeds Metropolitan University, UK
Guy Masterman, Northumbria University, UK
Dr Eleni Theodoraki, Napier University, UK
Dr Emma Wood, Leeds Metropolitan University, UK
Professor Honggang Xu, Sun Yat-sen University, China



About the Global Events Congress

The Global Events Congress began in Queensland Australia in 2006. The aim of the congress was to keep ahead with international research in events and to provide the opportunity for event researchers from various disciplines and event industry managers to share their experiences and learn about new trends and challenges. The Congress has become the premier international meeting for those interested in the different perspectives and the various contexts of events. Since its inauguration, the congress has been hosted in Australia, China and Malaysia. This will be the first time that the Congress has come to the UK and indeed Europe.

The Global Events Congress IV in Leeds will combine the unique features of this premier international meeting with new elements to **help promote Yorkshire as a major centre for events education and research and as a centre for tourism, investment and for hosting and attending events.**

Conference features

- Combination of theory, policy and practice
- High quality keynote speakers
- Special editions in the leading journals in this field
- Prizes for outstanding policy and practice papers
- PhD track with prize
- Comprehensive social and networking programme including visits to cultural and event venues across Yorkshire

Target Audience

- ✓ Academics specialising in events and festivals
- ✓ Event and festival researchers, advisors and consultants
- ✓ Representatives from the international event and tourism industry
- ✓ Policy makers involved in major events and festivals
- ✓ PhD students studying events and festival phenomena
- ✓ Event and festival organisers, managers and professionals
- ✓ Regional event businesses and festival organizations
- ✓ Local Government officials



Maximising benefits to your business through one unique event

Sponsorship options, costs and benefits

Option 1 – Dinner Sponsor

The Global Events Congress IV Gala Dinner Supported by

The cost of this package is £3,000. Whilst our partner Universities will be included in materials, the title for this event will always bear your logo exclusively.

The package will include:

- ✓ Your chosen branding and wording with the congress title on all materials, emails, press releases, websites and correspondence alongside the title of the event from the date of the sponsorship agreement until August 2010;
- ✓ A dedicated press announcement about your support of the event through partner websites and quote to be included in all press releases in main body and/or editor notes;
- ✓ Your branding on all livery including banners, production and staging, displays, slides and accompanying conference badges, folders and materials for the duration of the conference;
- ✓ You will receive a dedicated page in the Conference Booklet and Conference Proceedings Information to showcase the region;
- ✓ You will be offered an opportunity to make a presentation at the Gala Dinner in front of this prestigious audience;
- ✓ You will be invited to make a keynote presentation to the audience about your business;
- ✓ A dedicated display area at the Congress Venue for the duration;
- ✓ Two delegate places will be given to you for the three day conference which will include all social and networking events. You could provide these places to business partners and/or employees and change the representatives each day as desired.

Option 2 – Opening Reception sponsor: £1500

Reception sponsored by You

The cost of this package is £1,500.

The package will include:

- ✓ Your chosen logo on press releases and conference announcements from the date of the sponsorship agreement until August 2010;
- ✓ Your logo on banners, displays, slides and accompanying folders for the duration of the conference;
- ✓ You will receive a dedicated page in the Conference Book to showcase the region and the logo will be placed on the cover of the book;
- ✓ You will be invited to make a 5 minute presentation to the audience about the region during the opening reception

Option 3 – Exhibitor: £500

Exhibitor Stand

The cost of this package is £500

The package will include:

- ✓ Exhibitor space at the congress
- ✓ Two free passes for the congress presentations during the day*
- ✓ 100 word paragraph about you in the congress programme with logo
- ✓ one piece of promotional material which will be included in the 100+ congress packs kept by delegates during and after the event
- ✓ logo and a hyperlink from the main Global Events Congress website to drive delegates as well as interested parties viewing congress information to visit your website

*if you would like representatives to network at the evening events which will include the opening reception and congress dinners, the package would cost £750.

Next steps ...

For more information and to discuss these and any other sponsorship opportunities available - please contact:

Jackie Mulligan
Principal Lecturer
UK Centre for Events Management
Leeds Metropolitan University
Civic Quarter
Calverley Street
Leeds
LS1 3HE

j.mulligan@leedsmet.ac.uk
0113 812 3487

