



Sponsorship 2021

UKLA Events are widely attended by leading industry professionals from the UK, Europe and beyond and offer sponsors a unique opportunity to reach out and communicate with key decision-makers in the lubricants industry. A range of tailor-made sponsorship and event packages have been designed specifically for our sponsors to optimise their company's exposure.



Sponsorship of a UKLA event targets the people who matter to your business and benefits include:

- Direct access to key decision-makers in the industry
- Promote your company to industry leaders across the UK and beyond
- Strengthen your brand through association with the leading trade association for the sector
- Raise the profile of your organisation within the lubricants sector
- Integrate sponsorship of a UKLA event with your marketing communications programme
- Target important prospects and potential customers from within the sector

UKLA - the voice of the UK Lubricants Industry

For more information visit www.ukla.org.uk, call +44 (0)1442 875922 or email megan@ukla.org.uk

The United Kingdom Lubricants Association is the trade body for the sector, representing the majority of the UK lubricants industry. Each year we host hundreds of industry leaders and sector professionals at a comprehensive range of networking events.

Sponsors that have supported our events include Multisol, Q8, Meade-King Robinson, Petronas, Fuchs, Moove Europe, RS Clare, Total, and Olyslager amongst others.

The UKLA Annual Dinner

The UKLA Annual Dinner is the most prestigious networking event in the European Lubricants Industry social calendar and the social high point of the year. This is the perfect opportunity to entertain customers and suppliers and positively influence the industry's key stakeholders. Sponsorship of this event offers an exciting opportunity to put your company's message in front of this exclusive and prestigious audience.



Annual Dinner Headline Sponsor

Package includes:

- Headline branding on all pre and post Annual Dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Acknowledgement as Headline Sponsor in the Annual Dinner Programme and in the opening address
- The exclusive opportunity to distribute a corporate gift on the night
- A full page colour advert in the Annual Dinner programme – inside front cover
- Logo / advert to appear on screen graphics during the evening at a ratio of 2:1 with other sponsors
- Link from the UKLA Annual Dinner website to your company website
- A company representative to propose the Loyal Toast

Cost of Headline Sponsorship **£5,925 + VAT**

With Table Option **£8,250 + VAT**

Annual Dinner Speaker Sponsor

Package includes:

- Branding on all pre and post dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Sponsor acknowledgement in the Annual Dinner Programme
- A full page colour advert in the Annual Dinner programme
- Logo / advert to appear on screen graphics during the evening
- Your logo to appear exclusively on screen graphics during the speaker slot
- Link from the UKLA Annual Dinner website to your company website

Cost of Speaker Sponsorship **£3,875 + VAT**

With Table Option **£6,250 + VAT**

Annual Dinner General Reception Sponsor

Package includes:

- Branding on all pre and post dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Sponsor acknowledgement in the Annual Dinner Programme
- Your logo to appear exclusively on screen graphics in the reception area
- Logo / advert to appear on screen graphics during the evening
- Link from the UKLA Annual Dinner website to your company website

Cost of General Reception Sponsorship **£2,350 + VAT**

With Table Option **£4,650 + VAT**

The UKLA Annual Dinner

continued

Annual Dinner Entertainment Sponsor

Package includes:

- Branding on all pre and post dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Sponsor acknowledgement in the Annual Dinner Programme
- Logo / advert to appear on screen graphics during the evening
- Link from the UKLA Annual Dinner website to your company website

Cost of Entertainment Sponsorship £1,545 + VAT
With Table Option £3,656 + VAT

Annual Dinner VIP Reception Sponsor

Package includes:

- Branding on all pre and post dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Sponsor acknowledgement in the Annual Dinner Programme
- Your logo to appear exclusively on screen graphics in the VIP reception area
- VIP passes for two guests
- Logo / advert to appear on screen graphics during the evening
- Link from the UKLA Annual Dinner website to your company website

Cost of VIP Reception Sponsorship £1,545 + VAT
With Table Option £3,656 + VAT

Annual Dinner Programme Sponsor

Package includes:

- Branding on all pre and post Annual Dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Sponsor acknowledgement in the Annual Dinner Programme
- One full page colour advert in the Annual Dinner Programme in a premium position
- Logo / advert to appear on screen graphics during the evening
- Link from the UKLA the Annual Dinner website to your company website

Cost of Programme Sponsorship £2,350 + VAT
With Table Option £4,650 + VAT

Annual Dinner A.V. Sponsor

Package includes:

- Branding on all pre and post Annual Dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Bespoke branding in a prime and exclusive location at the venue
- Sponsor acknowledgement in the Annual Dinner Programme
- Your logo/advert to appear on screen graphics during the evening
- Link from the UKLA Annual Dinner website to your company website

Cost of AV Sponsorship £2,575 + VAT
With Table Option £4,850 + VAT

Annual Dinner Lounge Bar Sponsor *(this is the post dinner bar)*

Package includes:

- Branding on all pre and post Annual Dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Bespoke branding on the LED screen in the bar area.
- Sponsor acknowledgement in the Annual Dinner Programme
- Your logo/advert to appear on screen graphics during the evening
- Link from the UKLA Annual Dinner website to your company website

Cost of Lounge Bar £2,350 + VAT
With Table Option £4,650 + VAT



The UKLA Annual Dinner

continued

Annual Dinner General Sponsor

(max of 5)

Package includes:

- Branding on all pre and post Annual Dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Sponsor acknowledgement in the Annual Dinner Programme
- Logo / advert to appear on screen graphics during the evening
- Link from the UKLA Annual Dinner website to your company website

Cost of General Sponsorship £1,545 + VAT

With Table Option £3,850 + VAT

Annual Dinner UKLA President's Award

Package includes:

- Sponsor acknowledgement in the Annual Dinner Programme
- Logo / advert to appear on screen graphics during the evening
- Logo on winner's trophy

Cost of Award Sponsorship £525 + VAT

Annual Dinner Decor Sponsor

Package includes:

- Branding on all pre and post Annual Dinner publicity
- Option of a table to seat 10 guests in a prime location with a generous wine package
- Bespoke branding in a prime location at the venue
- Sponsor acknowledgement in the Annual Dinner Programme
- Your logo/advert to appear on screen graphics during the evening
- Link from the UKLA Annual Dinner website to your company website

Cost of Decor Sponsorship £2,350 + VAT

Annual Dinner Young Employee of the Year Award

Package includes:

- Logo to appear on call for entries including Lube advert
- Sponsor acknowledgement in the Annual Dinner Programme
- Logo / advert to appear on screen graphics during the evening
- Logo on winner's trophy

Cost of Award Sponsorship £1,100 + VAT

Annual Dinner Branding Opportunities

Bespoke Labelled Water Bottles

Your Company Logo on the water bottles served in the bar and at the table for the evening

£775 + VAT

For more information www.ukla.org.uk +44 (0)1442 875922 megan@ukla.org.uk



The RAF Luncheon

The RAF Luncheon is held in the spring of each year at the RAF Club in London's Piccadilly. This really is the Lubricant Industry's most exclusive lunch. Tickets are strictly limited, guaranteeing you an audience of decision makers and industry figure heads.



UKLA RAF Lunch in Association with...

Package includes:

- Headline branding on all pre lunch publicity, invitations and tickets
- A table to seat 10 guests at the lunch
- Acknowledgement as the headline sponsor in menu booklet and the President's address
- The opportunity to distribute a corporate gift to all guests

Cost of RAF Lunch Sponsorship **£3,100** + VAT

RAF Lunch Reception Sponsor

Package includes:

- Branding on all pre-lunch publicity and invitations
- Branding in the networking booklet
- Branding on the seating plan

Cost of RAF Lunch Reception Sponsorship **£1,100** + VAT

The UKLA Golf Day

A UKLA tradition and excellent networking opportunity, the UKLA Golf Day offers something for everyone.

Golf Day Headline Sponsor

Package includes:

- Headline branding on all pre and post dinner publicity
- Headline branding on the Golf Day Programme
- Headline branding on all Golf Day signage and posters during the event

Cost of Golf Day Headline Sponsorship **£1,285** + VAT

Golf Day Dinner Sponsor

Package includes:

- Branding on the UKLA Golf Day web page
- Branding on the Golf Day Programme
- Branding on the menu cards

Cost of Golf Dinner Sponsorship **£575** + VAT

Golf Day Refreshment Sponsor

Package includes:

- Branding on the UKLA Golf Day web page
- Branding on the Golf Day Programme
- Branding on the Half Way House Vouchers

Cost of Half Way House Sponsorship **£375** + VAT

Golf Day Prizes

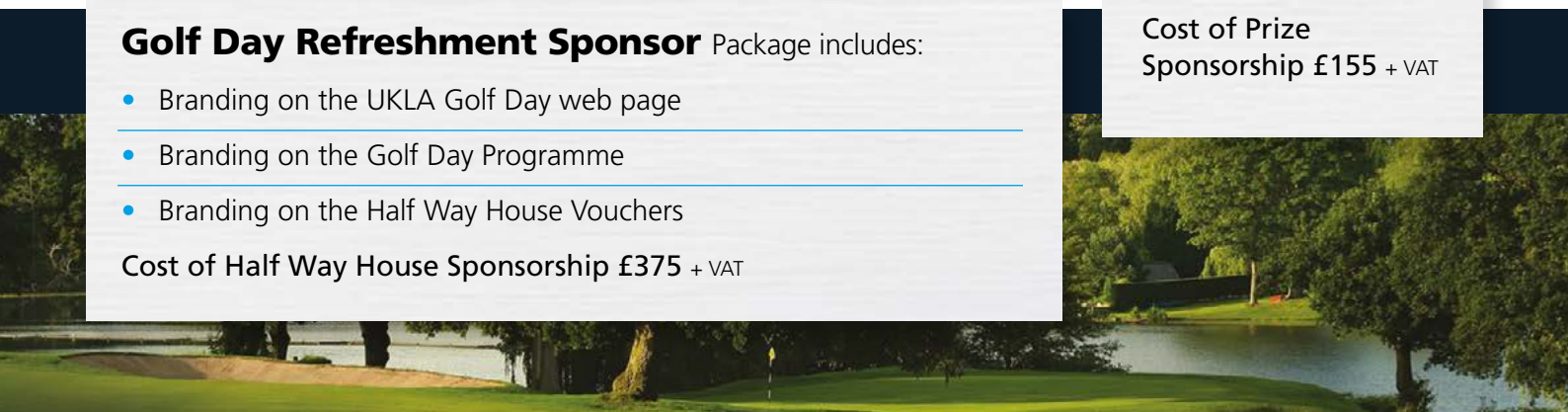
Choose from:

Nearest the Pin
Longest Drive
Edgar Vaughn
Great Bridge Cup
Fairway Cup
Castrol Shield
Earnest Newton

Package Includes:

- Branding on the UKLA Golf Day web page
- Branding on the Golf Day Programme
- Branding on the Prize Bags

Cost of Prize Sponsorship **£155** + VAT



UKLA Northern Lunch

Reinstated in the UKLA Calendar after a break in 2012, the Northern Lunch has very much become a favourite event for many. This event usually follows the UKLA AGM and the number of attendees is around 140+. There is a networking drinks reception followed by a formal lunch and a speaker. A great venue to entertain customers or suppliers or to come to meet likeminded industry professionals.

Northern Lunch in Association with...

Package includes:

- Headline branding on all pre lunch publicity, invitations and tickets
- A table to seat 10 guests at the lunch.
- Acknowledgement as the headline sponsor in menu booklet and the President's address
- The opportunity to distribute a corporate gift to all guests

Cost of Northern Lunch Sponsorship
£3,090 + VAT

Northern Lunch Speaker Sponsor

Package includes:

- Branding on all pre lunch publicity, invitations and tickets
- Branding in the menu and networking booklet
- Branding on the seating plan

Cost of Northern Lunch Speaker Sponsorship
£1,100 + VAT

Northern Lunch Wine Sponsor

Package includes:

- Branding on all pre lunch publicity, invitations and tickets
- Branding in the menu and networking booklet
- Branding on the seating plan

Cost of Northern Lunch Wine Sponsorship
£1,100 + VAT

Northern Lunch Reception Sponsor

Package includes:

- Branding on all pre lunch publicity, invitations and tickets
- Branding in the menu and networking booklet
- Branding on the seating plan

Cost of Northern Lunch Reception Sponsorship
£1,100 + VAT

Other Sponsorship Opportunities:

Sponsored Link on UKLA Website

Cost £1,100 per annum + VAT

UKLA Newsletter Sponsorship

Your logo and strapline on the top left hand corner of the monthly UKLA Newsletter plus other adhoc email broadcasts throughout a 12 month period.

Cost of 12 months sponsorship of UKLA Newsletter: £1,100 + VAT

Notes: Pre and post event publicity includes sponsor branded advertising on the UKLA website and on UKLA emails, where applicable adverts in Lube Magazine and on UKLA Newsletters. Sponsor branding is also used on event tickets, networking booklets given out to all attendees, seating plans and menu booklets. Post event articles in Lube Magazine include sponsor branding where space permits.