

# SPONSORSHIP



## AN INVITATION TO SUPPORT CELEBRATING **BLETCHLEY PARK**

AT FIRLE PLACE, EAST SUSSEX

A prestigious weekend of authoritative and accurate talks, presentations, interviews and conversations celebrating Bletchley Park's role in World War II

### Speakers include



ALAN TURING

**Gordon Corera**, BBC Security Correspondent and author of *Intercept: The Secret History of Computers and Spies*

**Joel Greenberg**, expert on Gordon Welchman

**Phil Hayes**, from the Colossus Rebuild Project at The National Museum of Computing

**Paul Kellar MBE**, Bombe Rebuild Project trustee

**Margaret Kinmonth**, grand-daughter of Admiral Godfrey, Head of Naval Intelligence 1939–1942

**Sinclair McKay**, author of *The Secret Life of Bletchley Park*

**Elisa Segrave**, author of *The Girl from Station X*

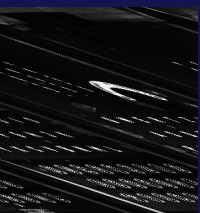
**Michael Smith**, author of *The Secrets of Station X*

**Sir Dermot Turing**, Bletchley Park trustee

**Betty Webb MBE**, worked on German & Japanese messages



GORDON WELCHMAN



ENIGMA



BOMBES

# FOUR LEVELS OF SPONSORSHIP PLUS INDIVIDUAL ITEMS TO GIVE YOU OR YOUR COMPANY THESE BENEFITS

## CELEBRATING BLETCHLEY PARK is:

- ✓ Authoritative
- ✓ Professional
- ✓ Well-publicised
- ✓ Large (300 guests expected)
- ✓ Full of first-hand veterans' stories
- ✓ Historically accurate
- ✓ Technically accurate
- ✓ Bringing together the world's experts

YOUR ORGANISATION will be part of an event that is all of the above, plus:

- ✓ You will reach a highly intelligent audience
- ✓ Your message will be seen and heard by every guest
- ✓ You are invited to attend, free of charge
- ✓ Your sponsorship extends into our printed advertising

## BRONZE SPONSORSHIP — £200 (20 available)

- ▶ A half-page advertisement in the professionally-produced Event Programme;
- ▶ Inclusion and recognition as a sponsor in the Event website;
- ▶ Acknowledgement in the List of Sponsors, circulated to the media and included in the Event Programme;
- ▶ A link to your own website or sales outlets from the Event website;
- ▶ A slide in the carousel of projected images acknowledging sponsorship, running between talks and in other breaks;
- ▶ Announcement of sponsorship, with short sales message, in the spoken notices to participants at the beginning of each morning or afternoon session;
- ▶ Your printed sales literature available on tables easily accessible by Event participants;
- ▶ A free weekend pass

## SILVER SPONSORSHIP — £400 (15 available)

- ▶ All the benefits of BRONZE SPONSORSHIP;
- ▶ A full-page advertisement in the professionally-produced Event Programme (replacing the half-page for Bronze sponsors);
- ▶ Publication of your company logo and a short advertising message in the Event website;
- ▶ Announcement of sponsorship, with short sales message, in the spoken notices to participants at the beginning of each individual talk;
- ▶ Space to mount display boards of your own design and message within the event venue, visible and accessible to all participants, with sales literature available on a nearby table;
- ▶ Two free weekend passes

## GOLD SPONSORSHIP — £800 (10 available)

- ▶ All the benefits of SILVER SPONSORSHIP;
- ▶ A two-page advertisement in the professionally-produced Event Programme (replacing the one-page advertisement offered to Silver sponsors);
- ▶ An opportunity for a company representative to address the whole event personally from the stage before a talk of your choice, up to a maximum of one address before each talk;
- ▶ Projection of a video advertisement, including sound, supplied by the sponsor, maximum duration one minute, before each talk, in addition to the static slide in the carousel projected when talks are not taking place;
- ▶ Inclusion of your logo and/or name on all visual advertising material produced by Celebrating Bletchley Park after the agreement of a Gold sponsorship;
- ▶ Inclusion of a video advertisement including sound on a clearly-indexed page of the Event website;
- ▶ Four free weekend tickets

## FOUNDATION SPONSORSHIP — £5,000 (5 available)

- ▶ All the benefits of GOLD SPONSORSHIP;
- ▶ Front-page inclusion of your logo and/or name on the professionally-produced Event Programme;
- ▶ Continuous visibility of the sponsor's logo and/or name beside the speakers' podium in the Event venue in addition to display boards or stands within the Event venue;
- ▶ Acknowledgement of sponsor by name and/or logo adjacent to Event title in all visual publicity produced after agreement of Gold sponsorship;
- ▶ A full page about the sponsor and involvement with Celebrating Bletchley Park, linked from a menu on the Event website;
- ▶ Ten free weekend tickets

## ITEM SPONSORSHIP

These, and many other, individual elements of CELEBRATING BLETCHLEY PARK are available for sponsorship, giving you another opportunity for continuous exposure to your brand, product, name or message.

- ▶ Fully-catered spring picnic lunch on site
- ▶ Programme book printing
- ▶ Heaters
- ▶ Projection, Sound and Camera equipment
- ▶ Tables / Chairs
- ▶ Bar
- ▶ Free Wi-Fi

Sponsorship benefits to you include these examples (as appropriate):

- ✓ A slide within the carousel of acknowledgements (all sponsors)
- ✓ A note incorporating your name and/or logo adjacent to, or within, the sponsored item. e.g. lunch menus including "Sponsored by..."
- ✓ A notice-board by the bar acknowledging its sponsor
- ✓ A slide immediately before each talk stating "Projection sponsored by..."
- ✓ Notices by the heaters, stating "Your comfort is by courtesy of..."

The level of sponsorship is, in all cases, fully negotiable.

Be part of this high-quality and highly-publicised event of record. We will ensure your involvement is comprehensively and responsibly acknowledged in print, on-line and in front of a large, influential and mature audience.

Call or email the event team today.

# CELEBRATING BLETCHLEY PARK

[www.celebratingbletchleypark.co.uk](http://www.celebratingbletchleypark.co.uk)

**All day Saturday and Sunday, 19<sup>th</sup> and 20<sup>th</sup> March 2016  
at The Riding School, Firlé Place, Lewes, East Sussex BN8 6LP**

Event Leader and Host



**ELISA SEGRAVE**  
07393 228261

[elisa@celebratingbletchleypark.co.uk](mailto:elisa@celebratingbletchleypark.co.uk)

Event Producer (sponsorship)



**LISA SCOTT GORDON**  
07952 811016

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