

## SPONSORSHIP PACKAGES

### 2020 DRIVER RECOGNITION PROGRAMME

There are several sponsorship packages available, which provide opportunities for you to market your brand and your services and engage directly with your key target groups in the East and Southern African region. The 2020 Driver Recognition Programme is the 5<sup>th</sup> edition of the programme in this region. To celebrate this milestone, Fleet Forum is introducing news activities and sponsorship packages.

The final event will offer a number of important sponsorship opportunities, please email [nathalie.rothschild@fleetforum.org](mailto:nathalie.rothschild@fleetforum.org) for more information.

Supporting Sponsor	Driving Champions Final Attendee	€1,000
Presenting Sponsor	Welcome Breakfast	€3,000
	Delegate Lunch and Refreshments	€3,000
	NEW: 'Most Empowering Leader' Challenge	€3,000
	Side Events	In-Kind Donation
Award Sponsor	Driving Champion Awards	€25,000

#### SUPPORTING SPONSOR (€1,000)

For those organisations who have not experienced the programme previously and would first like to experience the Driving Champions Final, it is possible to be involved as a supporting sponsor.

#### OPPORTUNITIES

- Logo placement in the programme magazine

#### BENEFITS

- Meet and build relations with end-users of your products and services: senior managers and drivers from different countries and organisations
- Gauge the value of the programme and determine your participation in your future events

#### PRESENTING SPONSOR: WELCOME BREAKFAST (€3,000)

Delegates are invited to attend the Welcome Breakfast as an opening to the Driving Champions Final competition and a relaxed opportunity to network, before the competition challenges begin.

## OPPORTUNITIES

- Officially welcome attendees to the Welcome Breakfast
- Logo placement on Personalised Banner at the Welcome Breakfast venue
- Logo placement on sponsor and programme materials at Driving Champions Final (i.e. assortment of banners, programme pack and agenda)
- Logo on Fleet Forum website
- Name placement on the room panel where the Welcome Breakfast are hosted
- Article in Driver Recognition Programme magazine
- Name in article on the award winner (featured on the Fleet Forum website)
- Set-up a small exhibition (brochures, video, etc.)

## BENEFITS

- Connect with +100 delegates from your customer base, right at the start of the programme
- Show your commitment to the sector and to the objectives of the Driver Recognition Programme

In addition to the monetary sponsorship, Fleet Forum announces welcomes an in-kind donation in the form of thematic workshop facilitation or design of a driving challenge from presenting sponsors.

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## PRESENTING SPONSOR: DELEGATE LUNCH AND REFRESHMENTS (€3,000)

Lunch and refreshments are served to delegates on the day of the competition, in a designated area at the competition venue

## OPPORTUNITIES

- Officially welcome attendees to the Delegate Lunch
- Logo placement on Personalised Banner at the Delegate Lunch venue
- Logo placement on sponsor and programme materials at Driving Champions Final (i.e. assortment of banners, programme pack and agenda)
- Logo placement on Fleet Forum website
- Place name on the room panel where the Delegate Lunch are hosted
- Article in Driver Recognition Programme magazine
- Name in article on the award winner (featured on the Fleet Forum website)
- Set-up a small exhibition (brochures, video, etc.)

## BENEFITS

- Connect with +100 delegates from your customer base
  - Show your commitment to the sector and to the objectives of the Driver Recognition Programme
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## PRESENTING SPONSOR: 'MOST EMPOWERING LEADER' CHALLENGE (€3,000)

In the final event, participating humanitarian organisation sends their best Driver, together with a Senior Representative at the country office, regional or global level. This representative accompanies the driver throughout the programme, giving him / her encouragement and support while they represent the organisation.

The Driver Recognition Programme helps organisations set up their own recognition schemes, and senior management plays a pivotal role in this. In 2020, we will further strengthen this link by introducing the 'Most Empowering Leader' challenge at the final event. Assessors will observe the interaction between drivers and senior representatives. In the Award Ceremony, the most empowering leader will be recognised.

#### OPPORTUNITIES

- Recognise the Most Empowering Leader during the Award Ceremony
- Logo placement on sponsor and programme materials at Driving Champions Final (i.e. assortment of banners, programme pack and agenda)
- Logo placement on Fleet Forum website
- Place name on the room panel where the Award Ceremony is hosted
- Article in Driver Recognition Programme magazine
- Name in article on the award winner (featured on the Fleet Forum website)
- Set-up a small exhibition (brochures, video, etc.)

#### BENEFITS

- Show your company's commitment to the sector
- Interact 1-on-1 with senior managers of your client base
- Demonstrate your company's vision on leadership

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#### PRESENTING SPONSOR: SIDE EVENTS (IN-KIND DONATION)

Before the announcement of the Driving Champion, fun side events will be organised in the afternoon for both senior managers and drivers. Possible events include but are not limited to simulators (roll-over, break and emergency), wet lane and skid pad training as well as precision and spatial exercises. In addition to the monetary sponsorship, Fleet Forum announces welcomes an in-kind donation in the form of fun side events from presenting sponsors.

#### OPPORTUNITIES

- Logo placement on Personalised Banner at the venue
- Logo placement on sponsor and programme materials at Driving Champions Final (i.e. assortment of banners, programme pack and agenda)
- Logo placement on Fleet Forum website
- Article in Driver Recognition Programme magazine
- Name in article on the award winner (featured on the Fleet Forum website)
- Set-up a small exhibition (brochures, video, etc.)

#### BENEFITS

- Interact 1-on-1 with participants by facilitating the side event
- Increase awareness of your products and services

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#### AWARD SPONSOR: DRIVING CHAMPION AWARDS AND CLOTHING (€25,000)

The Driving Champion Award recognises the driver who is an inspiring example for others in terms of road safety and health, cost efficiency and friendliness as well as the corresponding organisation who understands the critical role they play in delivery of aid and development and take the time to show

*Innovative Strategies for the Road Ahead*

appreciation for their drivers.

This sponsorship package entails purchasing a trophy for the Driving Champion, medals for second and third place teams, certificates and frames for all participants as well as a Prize for the winning team.

The sponsor of the Driving Champion Awards will also provide competition clothing for all participating teams. The clothing will only be branded by the Driver Recognition Programme, host organisation and the award sponsor's logos

## OPPORTUNITIES

- Officially welcome attendees to the Award Ceremony
- Logo placement on all promotional materials at Driving Champions Final (i.e. assortment of banners, personalised banner, programme pack, welcome letter and agenda)
- Logo placement on Fleet Forum website
- Name placement on the room panel where the Award Ceremony is hosted
- Article in Driver Recognition Programme magazine
- Brand the award with sponsor name and logo
- Name and logo placement in press release about the Award winner
- Name, logo and contribution to the article on the award winner (featured on the Fleet Forum website)
- Set-up a small exhibition (brochures, video, etc.)

## BENEFITS

- Play the most prominent (sponsorship) role in the Driving Champions Final
- Be part of the Jury Panel
- Lead the Award Ceremony, announce the top 3 winners and hand-over the prizes
- Show your commitment to the critical role that drivers play in the delivery of aid and development
- Receive press coverage, photo opportunities, etc.