



Heritage Flame Lighting Sponsor

Naming Rights

- Official exclusive category sponsor, eg IT, Design, etc
Eg. Official XXX Partner of the Paralympic Heritage Flame Lighting Ceremony

First Refusal Rights

- Joint Sponsorship of a disability sports activity day
- Sponsorship of Heritage Flame Ambassadors
These are young para athletes who could represent the Heritage Flame Lighting Ceremony at the Games in Tokyo.
- Promotion on T-shirts worn by participants at regular activities run by AVDC i.e. disability sports and dance sessions
- A dedicated space at the 2020 Bucks County Show. This can be manned by yourselves or manned by our staff for your convenience.

Branding & Accreditation

- Dedicated Sponsor logo for your use
- Ability to use the sponsorship logo within own marketing materials
- Agreed level of branding on all electronic and print stationery / communication material produced for the Heritage Flame Lighting Ceremony including event programme

Branding Points

- On event signage
- Branding on promotional material/ programmes etc
- Branding of sponsor's own area with the Heritage Flame Lighting Ceremony
- Branding on the event website
- Logo on invitations and tickets
- Logo on staff uniform

Supply Rights

- Supply rights at the event and event creation (where applicable)

VIP

- VIP Meet & Greet with key individuals involved in the ceremony
- 10 VIP tickets for the ceremony including the VIP reception- VIP's will include former Paralympians, local decision makers and dignitaries and representatives of funding partners and supporters.
- A table (8 tickets) at our Paralympic Heritage Flame Lighting kickoff event

Ticketing and Hospitality

- Up to 50 tickets for the general public area within the ceremony
- 3mx3m display space for your organisation at our Paralympic Heritage Flame Lighting Dinner event

Sponsor activity

- Temporary interactive / experiential display space at the lighting event

Exclusive Offerings

- Presentation of an authentic Paralympic Torch from the games in Tokyo 2020. This can be organised with a past or present Paralympian.
- Corporate private guided visit of the National Paralympic Heritage Trust exhibition, including handling collection
- Opportunity to sponsor school engagement visits

News & Social Media

- Accreditation on sponsors' page on the event website
- Branding and sponsor messages on Heritage Flame social media platforms
- Exclusive content for sponsor's new and social media activities- This can include interviews with the companies regarding their interest in the Paralympic Heritage Flame Lighting or ticket giveaway to the event shared from their page.
- Branding on a monthly blog updating the public about the progress of the event as well as any additional announcements.
- Branding on the email banner from AVDC regarding the Paralympic Heritage Flame Lighting Event
- Mention and logo in AV Times and MyAccount newsletter which goes out 40,000 residents.
- Logo on branded Instagram Frame used at event and in the lead up.
- Logo on 'Count Down' pop up cut out at AVDC offices and Stoke Mandeville Stadium prior to the event.

This package can be made available for £20,000. Items of this package are negotiable on request.



Heritage Flame Lighting Partner

Naming Rights

- Official category partner, eg IT, Design, etc
Official XXX Partner of the Paralympic Heritage Flame Lighting Ceremony

Category Exclusivity

Second Refusal Rights

- Joint Sponsorship of a disability sports activity day

Branding & Accreditation

- Dedicated Partner logo for your use
- Ability to use the partner logo within own marketing materials
- Agreed level of branding on all electronic and print stationery / communication material produced for the Heritage Flame Lighting Ceremony

Branding Points

- Branding on promotional material/ programmes etc
- Branding on the event website
- Branding on event signage

Supply Rights

- Supply rights at the event and event creation (where applicable)

VIP

- 5 VIP tickets for the ceremony including the reception. VIP's will include former Paralympians, Local decision makers and dignitaries and representatives of funding partners and supporters.
- 2 tickets to our Paralympic Heritage Flame Lighting Kickoff event

Ticketing and Hospitality

- Up to 20 tickets for the general public area within the ceremony
- 6mx6m space for a table or display at the Paralympic Heritage Flame Lighting
- Space to advertise your organisation at the Paralympic Heritage Flame Lighting dinner kickoff event

Exclusive Offerings

- A signed photo (from the lighting) of the British Paralympians involved with the event.
- A private corporate tour of the Paralympic Heritage Centre

New & Social Media

- Accreditation on sponsors' page on the event website.
- Branding and sponsor messages on Heritage Flame social media platforms

- Exclusive content for sponsor's new and social media activities- This can include interviews with the companies regarding their interest in the Paralympic Heritage Flame Lighting or ticket giveaway to the event shared from their page
- Branding on a monthly blog updating the public about the progress of the event as well as any additional announcements
- Logo on branded Instagram Frame used at event and in the lead up
- Logo on 'Count Down' pop up cut out at AVDC offices and Stoke Mandeville Stadium prior to the event.

This package can be made available for £8000. Items of this package are negotiable on request.



Heritage Flame Lighting Supporter

Branding & Accreditation

- Dedicated Supporter logo
- Ability to use the supporter logo within own marketing materials

Branding Points

- Credit on promotional material / programmes etc
- Credit on posters
- Branding on the event website

VIP

- VIP Meet & Greet with key individuals involved in the ceremony
- 2 tickets for the ceremony including the VIP reception

Ticketing and Hospitality

- 6 tickets for the general public area within the ceremony

New & Social Media

- Accreditation on sponsors' page on the event website

This package can be made available for £1000.