



Fleet Heroes 2018

Fleet Hero Awards and Conference Sponsorship opportunities

Tuesday 27 November
Grand Connaught Rooms, London

energy[®]
saving
trust

**Fleet
Heroes**
2018



Fleet Heroes is a leading event in the fleet industry calendar bringing together fleet managers and influential stakeholders to showcase organisations that are proactively cutting carbon emissions and managing air pollution through innovative policies, improved fleet efficiency, and the provision of cost and fuel saving products or services.

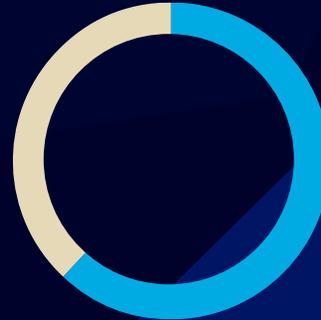
Previous sponsors include: BMW, Enterprise Rent-A-Car, Highways England and Volkswagen.

Why sponsor?

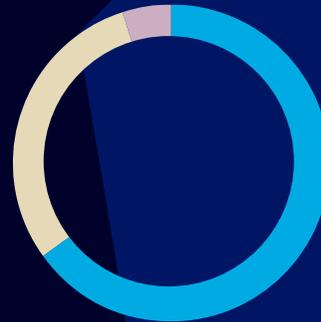
Reach the decision makers.

Reach up to **200** of the most influential fleet and vehicle managers, government stakeholders and senior decision makers.

Sponsoring the awards positions your brand in front of policy makers and senior government officials who have been vocal in recognising the contribution of sponsors.



62% reported that they were responsible for decisions about their organisation's fleet and/or business travel policy

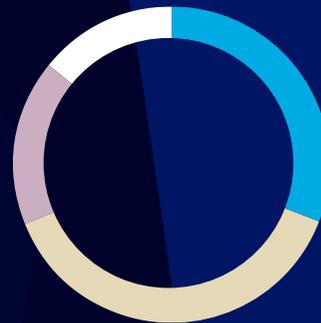


...of these:

65% private sector

30% public sector

5% third sector/NGO



31% Owner, CEO, Director or Partner

38% responsible for Fleet or Transport

17% CSR, Environment, Sustainability or Energy

14% Facilities, HR, Procurement, other

Why sponsor?

Be ahead of the curve

The Awards are about best practice, innovation and sustainability from established companies and start-ups alike – show your company shares these values.

Demonstrate your commitment to sustainability

Align your brand with innovative green fleet management practices and show your commitment to reducing emissions and costs.

Gain coverage through our media partner and dedicated website, generating significant press and social media opportunities for sponsors and award winners.



Fleet Hero Awards and Conference

The Fleet Hero Awards and Conference have maintained their important place in the fleet calendar as an opportunity for stakeholders from across fleet industry to share and celebrate best practice and discuss policy and technology developments in a relaxed and collaborative setting. This year, the event will take place at the Grand Connaught Rooms near Covent Garden.

The event starts with a conference, with high-profile speakers, prominent businesses and government representatives discussing fleet sustainability and innovation, low emission vehicles and air quality. The agenda will include presentations and debates on new policies and technology developments and the sharing of practical ideas and best practice from fleets across the country.

The awards ceremony and evening reception showcase organisations innovatively reducing their fleet emissions and improving their operations to deliver a cleaner, safer, more efficient future for road transport. The event will feature a keynote address by a senior government official and offers excellent opportunities for informal networking with people from a range of different sectors.



Summary of sponsorship opportunities



Silver

Total cost – £5,000 +VAT

Sponsor an individual award category

- ✧ Brand exposure on our event website, including a company profile and logo
- ✧ Logo featured on event photo wall, widely featured in auto and fleet press
- ✧ Your logo engraved on sponsored award trophy
- ✧ Up to three guaranteed places at the event
- ✧ A dedicated page in the event brochure to showcase your company's achievements and services
- ✧ Mentioned in press releases and social media coverage before and after the awards
- ✧ Fleet Heroes 2018 sponsor logo for use in your company's website and marketing.



Gold

Total cost – £10,000 +VAT

Sponsor an individual award category and support the Fleet Hero Conference

All the benefits of silver sponsorship, plus:

- ✧ Exhibition space in the event networking area to highlight your company's products and services
- ✧ A 10 minute speaking opportunity at the conference plus networking opportunities with delegates
- ✧ Present your sponsored award trophy to winner with a short speech and a photo opportunity
- ✧ Up to five guaranteed guest spaces at both the awards and conference.

The following awards are available for sponsorship:

- Fleet Hero
- City or Town Hero
- Ultra-low Emission Fleet Hero
- Smarter Travel Hero
- Ecodriving Hero
- Fleet Hero Entrepreneur
- Ultra-low Emission Vehicle Infrastructure Hero
- Unsung Fleet Hero
- Freight Hero