



RTPI
Royal Town Planning Institute

DEBATE | NETWORK | DISCOVER

THE **PLANNER**
LIVE

29-30 JUNE 2020 / LONDON

 #PlannerLive2020
rtpi.org.uk/plannerlive

Sponsorship opportunities

The Planner Live will bring together 400+ high profile planning industry figures, and sponsorship of the event provides a unique opportunity to showcase your organisation and network with this audience. Additionally, your brand will be exposed to the wider 25,000 strong membership of the RTPI.

The Planner Live 2020, 29-30 June, London

As part of the RTPI's commitment to offering the best learning and networking opportunities to our members, we are re-launching the Planning Convention in 2020 and making some exciting changes.

We want to ensure the event continues to grow and cements its position as the go-to event for the profession.

The event will now be called **The Planner Live**, bringing together the strength of both the RTPI and *The Planner* magazine brands. The event aims to take a critical and in-depth look at the hot topics in the industry right now and put delegates at the heart of the conference content. It will be extended to two days enabling us to offer more activities and more time to network, ensuring you get the best possible value out of your involvement.

The RTPI President, Sue Manns FRTPI, will host a presidential dinner on the evening of 29 June to add a new social networking element and an opportunity for the profession to come together in a more informal environment.

You can expect more interactive content, polling and voting during sessions, detailed expert speakers, insight from different industries, subject focused sessions, live journalist interviews with high profile figures, involvement from international speakers and government ministers and much, much more.



About **THE PLANNER**

The Planner is the official magazine of the RTPI and is distributed monthly to **21,279** members.

The Planner reaches nearly **15,279** more planners than the nearest competitor.

The Planner prides itself on providing RTPI members with key, up to date news. Our features and editorial coverage reflect the views and concerns of the UK's leading town planning professionals.

As an ABC audited title, we can give you the confidence in knowing that our figures are a genuine reflection of our readers and users.





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Headline sponsorship: £16,500 + VAT ↓

At the highest level, we offer an exclusive sponsorship opportunity that will feature one organisation as the Headline Sponsor of the entire event.

- Prominent sponsor branding in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, coverage on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 200 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Opportunity to write a blog/opinion piece for the RTPI website about a topic to be covered at the event – highlighting your take on the subject and your involvement in the conference.
- Opportunity to provide a speaker to join one of the conference sessions (work with the RTPI to determine the best fit).
- Large exhibition stand space, in the most prominent location within the exhibition hall.
- Opportunity to give a 10 minute Sponsor Showcase (see pg. 2).
- Sponsor logo on the front cover of the programme handout given to all attending the event.
- Sponsor logo on event holding slides.
- Sponsor branding on display screen behind the event registration desk.
- 4 tickets for representatives to attend both days of the event.
- 4 tickets for representatives to attend the Presidential Dinner, seated on a VIP table.

*all prices excluding VAT

SOLD OUT





Exhibition stand

- Exhibition stand within the main networking area of the event (chosen on a first come first serve basis).
- Sponsor branding in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, coverage on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 100 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Sponsor branding on event holding slides.
- Sponsor branding on display screen behind the event registration desk.
- 2 tickets for representatives to attend both days of the event.

TOTAL INVESTMENT - £5,000 + VAT



Sponsor showcase

Please note this is only available to those who have also booked exhibition stands, and is a great way to further maximise your presence at the event (maximum of 5 available).

- 10 minute presentation delivered from your exhibition stand.
- Opportunity to showcase your products and services and have your voice heard by the event audience.
- To take place in one of the networking breaks to maximise audience engagement (your choice of break is on a first come, first serve basis).
- Announced via tannoy so all delegates are aware.
- Featured in the event programme given to all attendees.
- Featured in the online version of the event programme.

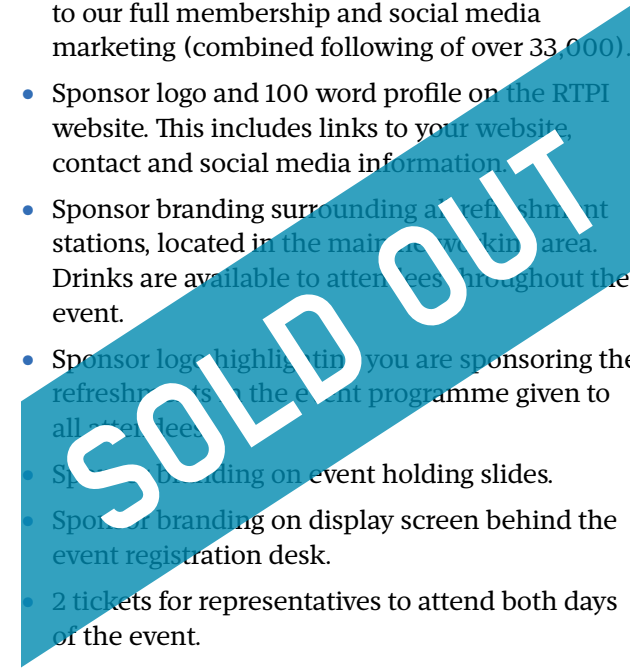
ADDITIONAL INVESTMENT - £500 + VAT



Refreshment sponsorship

- Sponsor branding to feature in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, exposure on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 100 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Sponsor branding surrounding all refreshment stations, located in the main networking area. Drinks are available to attendees throughout the event.
- Sponsor logo highlighting you are sponsoring the refreshments in the event programme given to all attendees.
- Sponsor branding on event holding slides.
- Sponsor branding on display screen behind the event registration desk.
- 2 tickets for representatives to attend both days of the event.

TOTAL INVESTMENT - £3,500 + VAT





Focus session sponsorship

We will be delivering 12 topic-specific focus sessions across the two days of the event. These sessions are designed to offer an in-depth and interactive look at a particular area of planning and may include workshop style sessions, case studies, discussions and debates.

- Opportunity to be involved in one of the 12 focus sessions.
- You will work with the RTPI to help determine session content, format and speakers.
- Opportunity to put forward a company representative to speak in or chair the focus session.
- Sponsor branding to feature in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, exposure on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 100 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Sponsor logo highlighting you are sponsoring the focus session in the event programme given to all attendees.
- Sponsor logo on event holding slides.
- Sponsor branding on display screen behind the event registration desk.
- 3 tickets for representatives to attend both days of the event (to include your speaker).

TOTAL INVESTMENT - £5,000 + VAT

Registration sponsorship

- Sponsor branding to feature in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, exposure on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 100 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Exclusive sponsor branding on lanyards given to all event attendees.
- Exhibition stand within the main networking area of the event (chosen on a first come first serve basis).
- Display area right next to the registration desk (for your banners, literature and giveaways)
- Sponsor branding on event holding slides.
- Sponsor branding on display screen behind the event registration desk.
- 3 tickets for representatives to attend both days of the event.

TOTAL INVESTMENT - £5,000 + VAT





Presidential Dinner sponsorship

The Presidential Dinner on the evening of 29 June, is a new event we are launching in 2020, offering the profession the chance to network in a more informal environment.

- Sponsor branding to feature in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, exposure on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 100 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Sponsor representative to welcome guests to the dinner and introduce the RTPI President.
- Opportunity to display banners in the dinner venue.
- Opportunity to distribute literature/giveaways on each table at the dinner.
- Sponsor branding on the menu given to all attendees.
- Sponsor logo highlighting you are sponsoring the dinner in the event programme given to all attendees.
- Mention in the President's welcome at the dinner.
- 2 tickets for representatives to attend both days of the conference.
- Table of 10 for your organisation's representatives and guests to attend the Presidential Dinner.

TOTAL INVESTMENT - £8,000 + VAT

Drinks reception sponsorship

The Presidential Dinner on the evening of 29 June, is a new event we are launching in 2020. Kicking off with a drinks reception, this event will offer the profession the chance to network in a more informal environment.

- Sponsor branding to feature in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, exposure on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 100 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Opportunity to display banners and distribute literature in the drinks reception.
- Opportunity to show branded slides/video in the drinks reception (please note no sound is possible)
- Opportunity for 4 large branded 'posters' to be placed in the drinks reception (RTPI will arrange the production and placement of the posters using your design)
- Sponsor logo highlighting you are sponsoring the drinks reception in the event programme given to all attendees.
- Mention in the President's welcome at the dinner.
- 2 tickets for representatives to attend both days of the conference.
- 3 tickets for representatives to attend the Presidential Dinner, and seating on a VIP table

TOTAL INVESTMENT - £4,000 + VAT

Social media wall sponsorship

The social media wall is on a large screen in the main networking area of the event. It will feature all tweets using the event hashtag. .

- Sponsor branding to feature in all pre-event promotional activity running January to June. This includes print adverts in *The Planner*, exposure on the RTPI website, email marketing to our full membership and social media marketing (combined following of over 33,000).
- Sponsor logo and 100 word profile on the RTPI website. This includes links to your website, contact and social media information.
- Branding on the social media wall, displayed on a large screen in the networking area.
- Opportunity to push out your own tweets on the wall for the duration of the event.
- Opportunity for the wall to also feature tweets using a specific hashtag as selected by the sponsor.
- Sponsor branding on event holding slides.
- Sponsor branding on display screen behind the event registration desk.
- 2 tickets for representatives to attend both days of the event.

TOTAL INVESTMENT - £2,000 + VAT



If you feel that the above options do not meet your organisation's requirements, and would be interested in other involvement please let us know. We are always happy to discuss bespoke packages and partnerships.

Please note, should you wish to take more than one of the above opportunities we are happy to discuss combined packages and discounts.

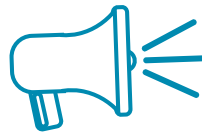


Benefits of sponsorship

The Planner Live offers extensive brand exposure before, during and after the event. A comprehensive PR campaign supports the event and includes monthly coverage in *The Planner* print and digital platforms which has a print circulation of **over 21,279 and total target audience in excess of 73,880.**



Benefits of sponsorship also include:



- Pre-event interviews and articles discussing the event themes
- Event day reporting and online discussion
- **Post-event reporting and feature content**



- A visible presence in the conference hall
- Your logo visible between sessions
- A mention by the event host before and during the event



- Direct promotion to a targeted and exclusive group of planning industry professionals



- Strengthened brand credibility through your partnering with the RTPI and involvement in its principal annual event



- Promotion of your brand via the RTPI and *The Planner's* social feeds including LinkedIn, Twitter, Facebook and Instagram