

Sponsorship Opportunities



Make history together with us.

We would like to introduce you to the opportunity to be part of this once-in-a-lifetime 2-day event drawing in circa 600 Mini drivers, the great community of Mini owners and enthusiasts, as well as the local & wide community, press, media and businesses, who shall gather in Coventry to spectate the re-enactment of the famous stunt that was filmed in Coventry for the iconic film *The Italian Job*. We have a range of sponsorships available to suit your requirements and are looking forward to working with you.

► Gold Sponsorship

- become a key event partner

What is included:

- Your logo displayed prominently on all promotional online & offline platforms
- Your name is to be mentioned in all promotional text related to the event
- Your name included among event hash tags
- Your logo is to be displayed on all participating vehicles (by their number, circa 600)
- A feature on the event's website (to be supplied by you)
- Regular posts heading towards the event on all social media (advertorial)
- An interview with your chosen representative in the event promotional video being produced ahead of the event
- Your logo is to be displayed in the credits of the event's promotional video
- Your logo displayed in various places throughout the event - at the start & end of the rally, in the show arena, etc.
- Free promotional space in the show arena to display your services
- Driving opportunities for your employees during the event at your chosen time (a vehicle with a driver can be provided)

COST: £200,000

► Silver Sponsorship

- become a highlighted sponsor

What is included:

- Your logo displayed on all promotional online & offline platforms
- Introduction post about your company on social media
- Your logo is to be displayed on the event website
- Your logo is to be displayed in the credits of the event's promotional video
- A banner with your logo is to be displayed in the event arena with other silver sponsors
- Free promotional space in the show arena to display your services
- Driving opportunities for your employees during the event at your chosen time (a vehicle with a driver can be provided)

COST: £50,000

► **Contact Kevin Conway:**
coventryminiclub@yahoo.com
www.coventryitalianjob.com

► Bronze Sponsorship

- become a valued sponsor

What is included:

- Your logo is to be displayed on the event's dedicated website
- A social media post with information about your company
- A banner with your logo is to be displayed in the event arena with other bronze sponsors
- Free promotional space in the show arena to display your services
- Driving opportunities for up to 5 employees during the event at your chosen time (a vehicle with a driver can be provided)

COST: £20,000

