

### Sponsorship Packages

We look to create bespoke sponsorship packages to meet the individual needs of every sponsor.

The items below are intended only as an initial guideline for the tiers that we are offering. We would be very happy to discuss any of the packages below.

#### **£100,000 - Gold Sponsor**

##### Branding

- Large prominent logo on “Helia”, team uniforms (front), website and social media channels

##### Events

- Invitation to meet the team in Australia (Pre BWSC) and UK (Post BWSC)
- Access to the vehicle for use at a conference for period up to one week after BWSC 2019
- UK visit to offices with Helia post WSC

##### Media

- A high quality video featuring the Gold sponsor with CUER
- Co-joint press release announcing the partnership
- Heavy coverage in CUER social media content
- Other PR and media collateral to be agreed

#### **£25,000 - Silver Sponsor**

- Medium logo on “Helia”, team uniforms and website
- Opportunity to meet the team after BWSC in the UK for a sponsors’ event
- Opportunity for CUER to speak at an event about the partnership
- Co-joint press release announcing the partnership
- Coverage on CUER social media
- Access to CUER car for use at one event after BWSC 2019

#### **£7,500 - Bronze Sponsor**

- Logo on “Helia”, team uniform and website
- Article on CUER and sponsor web page about support received
- Coverage on CUER social media

#### **Benefits offered to Bronze, Silver and Gold Sponsors**

- Logo and company description on CUER website
- Provision of marketing collateral (photos, video, copy) for sponsor use
- Logo on CUER event stands
- Invitations to general sponsors events (Official Car Launch, Sponsors dinners, Homecoming)