

Aintree Sponsorship Proposal

Liverpool Chamber are delighted to announce The Silver Birch Garden Party will return on Randox Grand National Thursday (7 April 2022): the biggest business gathering over the three days of racing.

The package will provide full hospitality in a premium informal setting, with a complimentary bar and superb views of the home straight via our private balcony.

Ticket benefits:

- Premier Course Admission
- Three Course Lunch
- Complimentary Bar (Beers, wines, spirits, soft drinks)
- Traditional Afternoon Tea
- Complimentary Racecard
- Private Tote Betting
- Complimentary car parking
- Private Tables of up to 10 or 12
- 1 car pass per booking of 4

Tickets are priced at £250 + VAT for members, and £285 + VAT each for non-members.

Presenting Sponsor Opportunity - £5,000 + VAT

We also have the opportunity for two organisations to raise their profile, whilst enjoying an exceptional hospitality experience.

Sponsorship of this unique event carries with it a raft of features and benefits including:

- Unrivalled networking opportunities with your colleagues, guests, and hundreds of individuals from high-growth businesses
- Your brand guaranteed extensive social media reach
- Inclusion in emails and direct mails to target customers

Before the Event

- Event to be titled "Liverpool Chamber Silver Birch Garden Party, in association with your organisation" (or similar wording as agreed)
- Prominent featuring of logo in all promotional material inc. social media, website and magazine
- Regular Twitter updates featuring sponsor (28.5k followers)
- Regular LinkedIn updates featuring sponsor (5k connections)

- Sponsor name/logo carried on the event listing on the Liverpool & Sefton Chambers of Commerce website
- Minimum of two news editorial features on the Liverpool & Sefton Chambers of Commerce website, one prior to the event and one post event
- E-shot sent to Chamber members

On the Day

- One VIP table for ten guests in prime position (including all standard ticket benefits)
- Opportunity to provide banner stands in main event space
- Opportunity to provide literature/sampling to all guests (subject to sampled product meeting Jockey Club approval)
- Verbal acknowledgements from host
- Opportunity to make a brief address to event audience

Post Event

- Follow up email sent to all attendees carrying company information
- Introductions to attendee companies as requested
- Prominent featuring of logo in all post event coverage inc. social media, website and magazine
- E-shot sent to Chamber members

To discuss this opportunity further, please contact Tom Woolley via
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