



BIC BRUNCHES

Exclusive Sponsorship Package

Various Dates 2021
Online Event / Webinar

WHAT IS A BIC BRUNCH?

Introduced in 2020, BIC Brunches are a series of live webinars which have been created for BIC members and non-members to attend during their lunchbreak to discuss book industry supply chain topics (including issues, successes and challenges). Each BIC Brunch session is dedicated to one key area of the supply chain, offering attendees a unique opportunity to gather knowledge about that topic from experts in the field.

Attendance is currently free of charge for both BIC members and non-members alike and being an online event, we are able to offer a maximum attendee capacity of 250, encouraging a high level of attendance from multiple regions across the globe. BIC's recent online events have secured the following international levels of attendance:

- May 2020: 55 attendees, from 39 organisations, across 6 countries
- June 2020: 75 attendees, from 48 organisations, across 5 countries.
- July 2020: 38 attendees, from 26 organisations, across 3 countries.
- August 2020: 68 attendees, from 44 organisations, across 6 countries.
- September 2020: 84 attendees, from 69 organisations, across 4 countries
- October 2020: 99 attendees, from 71 organisations, across 10 countries.
- December 2020: 40 attendees, from 24 organisations, across 3 countries

SPONSORSHIP PACKAGE

Sponsorship of the event will be exclusive to one sponsor only.

BIC reserves the right to have the final say with regards topic and selection of speakers.

- Our sponsorship package includes the following:

- Sponsor logo on event page on BIC's website.
- Information about the sponsor and link to sponsor's website on BIC's event page on Eventbrite.
- Sponsor logo on both the Welcome and Thank You screens at the event.
- Sponsor logo on Welcome and Thank You screens will appear in the recording of the event that will be shared to our [YouTube Channel](#), and on our website.
- Sponsors mentioned by BIC in social media prior to the event, e.g. on Twitter, LinkedIn and Facebook (over 5K connections).
- Sponsor mentioned, with links to website, in the monthly editions of BIC's "What's Happening?" newsletter to our members' mailing lists (approximately 500+ contacts).
- Sponsor mentioned and thanked by BIC at the opening and close of the event.
- Advance release to sponsor of the list of organisations that will be attending **(NB: to comply with GDPR we cannot release names or email details without prior consent of attendees, which we will endeavour to get for you)** so that you can decide if you want us to introduce you to particular people.
- Dedicated 5-minute speaking slot at the start of the event.
- Sponsor's online marketing material emailed by BIC to all registrants prior to the event.

Cost of the Exclusive Package:

£499.00 plus VAT

Contact info@bic.org.uk to discuss further.

