Invest bromley: June 16th 2011

A one day event aimed at serious institutional and property investors and developers, high end retailers and leisure operators seeking investment opportunities in a dynamic and high quality but overlooked location.

The aim is to bring public and private sector professionals together to network and gain a unique insight into the extensive development opportunities available, both in Bromley Town Centre and beyond in the borough. Specifically, Bromley Council is intending to launch the selection process for procuring a development partner for Site G at the conference.

The event will be supported by the publication of an Invest Bromley marketing brochure that will highlight the key facts about the borough and promote the borough’s potential to existing and potential investors.

About INVEST BROMLEY

The INVEST BROMLEY conference will provide an industry update on various aspects of the development pipeline (residential and commercial) across the borough. Organised and funded by the private sector in partnership with the London Borough of Bromley, its main aims are:

- To bring together the public and private sectors to discuss and understand the current investment opportunities in Bromley town centre and beyond
- To provide an informative, accurate and up-to-date forum for the dissemination of the latest information about planned development within the Bromley built environment; in particular the 12 Opportunity Sites in Bromley, Orpington and Biggin Hill.
- To create a ‘showcase’ for the key commercial, infrastructure, community and residential developments.
- To provide industry specialists with the opportunity to network and engage with their peers

The INVEST BROMLEY brochure will provide a high quality informative publication that can be used to market the borough nationally and internationally with consistent messaging.
**Why is it needed?**

With the Area Action Plan now completed and approved for Bromley Town Centre, the borough has a series of clear, coordinated and exciting investment opportunities to offer the development community. In the current era of austerity, the development community - and the host of consultants and stakeholders working with them - is eager to learn how they can contribute to Bromley’s future.

The INVEST BROMLEY conference will bring all these parties together to exchange authoritative and official information regarding the borough’s development along with addressing some of the major challenges that lay ahead. Conference topics will be presented in a variety of styles from keynote speeches to discussion forums and debates.

The INVEST BROMLEY brochure will be a high-end publication of 24 pages with strong design, editorial and photographic content focusing on key messages around the quality of life that Bromley offers, alongside economic facts covering geography, transport links, retail, housing, education, environment, jobs and skills. Although an integral part of the investment event, the INVEST BROMLEY brochure will be a standalone, glossy publication with a long shelf life.

**Who will attend the conference?**

It is anticipated that the conference will attract in excess of 100 attendees, from both the private and public sector. They would include anyone interested in the Bromley’s investment potential from development companies, architects, construction companies and banks through to urban regeneration specialists, commercial property and land owners, large corporate and retail businesses and housing and registered social landlords.
**Why should you get involved?**

If your business has an interest in the future of Bromley then this is a must attend event as it will bring together business professionals in the private and public sector to learn about key markets and investment opportunities.

In addition, sponsoring an element of INVEST BROMLEY will provide a unique platform to:

- Meet and engage with the most influential figures in Bromley’s future development programme
- Establish your company as a key player in the market
- Stand out from the crowd and raise your company profile above your competitors
- Put your messages in front of a focused target audience
- Showcase your services and make development professionals aware of your offering

**Partnership and sponsorship opportunities**

1. **Headline Partner - £10k** – exclusive opportunity
   - Most prominent brand, with headline status on all conference event signage i.e ‘Invest Bromley in association with...’ and in all press releases
   - Headline status branding on INVEST BROMLEY marketing brochure
   - Opportunity to join the conference editorial Steering Group
   - Participation in conference plenary sessions
   - Host a roundtable lunchtime forum
   - Eight conference delegate passes
   - 30% discount on additional delegate passes for your colleagues and clients (NB: applies to full rate and all invoiced to your company)
   - Logo on all branding and signage at the event
   - Logo on stage set in the main conference room
   - Main branding and hyperlinks on INVEST BROMLEY website
   - Editorial in Invest Bromley E-newsletter
   - Insert in delegate folder (insert to be provided by sponsor)
   - Access to the full delegate list after the event
2. **Gold Sponsorship - £7k**
   - Sponsorship of one element of the main conference programme
   - Branding and contact details in the INVEST BROMLEY marketing brochure
   - Opportunity to partake in the conference editorial Steering Group
   - Participation in conference plenary sessions
   - Host a roundtable lunchtime forum
   - Exhibitor space
   - Logo prominent on all event signage
   - Six conference delegate passes
   - 30% discount on additional delegate passes for your colleagues and clients (NB: applies to full rate and all invoiced to your company)
   - Logo on all marketing materials produced for the event
   - Logo on looped interval powerpoint presentations
   - Branding on website and all E-bulletins with links to own websites
   - Insert in delegate folder (insert to be provided by sponsor)
   - Access to the full delegate list after the event

3. **Silver Sponsor £5k**
   - Sponsorship of one of the breakout discussion forums
   - Branding and contact details in the INVEST BROMLEY marketing brochure
   - Opportunity to join the conference editorial Steering Group
   - Host a roundtable lunchtime forum
   - Exhibitor space
   - Four conference delegate passes
   - 30% discount on additional delegate passes for your colleagues and clients (NB: applies to full rate and all invoiced to your company)
   - Logo on all marketing materials produced for the event
   - Logo on interval powerpoint presentations
   - Branding on website and all E-bulletins with links to own websites
   - Insert in delegate folder (insert to be provided by sponsor)
   - Access to the full delegate list after the event
4. Bronze Sponsor £3k
   - Branding and contact details in the INVEST BROMLEY marketing brochure
   - Host a roundtable lunchtime forum
   - Two conference delegate passes
   - 30% discount on additional delegate passes for your colleagues and clients (NB: applies to full rate and all invoiced to your company)
   - Logo on all marketing materials produced for the event
   - Logo on interval powerpoint presentations
   - Branding on website and all E-bulletins with links to own websites
   - Insert in delegate folder (insert to be provided by sponsor)
   - Access to the full delegate list after the event

Additional opportunities

1. Exhibition Stand £2k (subject to availability)
   - Opportunity to take a small exhibition space in conference reception area
   - Two conference delegate passes
   - Branding on website and all E-bulletins with links to own websites
   - Insert in delegate folder (insert to be provided by sponsor)
   - Access to the full delegate list after the event
2. **Drinks Reception Sponsor £1,500**
   - Opportunity to host the drinks reception that will take place after the conference
   - Two conference delegate passes
   - Branding at the Drinks Reception (to be supplied by client)
   - Branding and hyperlinks on website and all E-bulletins
   - Insert in delegate folder (insert to be provided by sponsor)
   - Access to the full delegate list after the event

3. **Registration area and lanyard sponsor - £2k**
   - Delegate lanyards to be sponsor branded alongside INVEST BROMLEY logo.
   - Two pop up roller banners in reception area (to be supplied by sponsor)
   - Opportunity to supply branded pens and note pads for use by all delegates (supplied by sponsor)
   - Two conference delegate passes
   - Branding and hyperlinks on website and all E-bulletins
   - Insert in delegate folder (insert to be provided by sponsor)

4. **Delegate Folder sponsorship - £2k**
   - Main branding on Invest Bromley delegate bag
   - Two conference delegate passes
   - Branding and hyperlinks on website and all E-bulletins
   - Insert in delegate folder (insert to be provided by sponsor)

5. **Insert in delegate folder - £1k**
   - Insert in delegate folder distributed to all attendees (to be supplied by sponsor)

6. **Round Table Lunch Forums - £750**
   - Opportunity to host a lunch time round table forum

For further information contact:

**Paul Gussar**
3Fox International Ltd
Tel: 020 7978 6840 (office) 07795085588 (mobile)
Email: paul@3foxinternational.com

This document has been prepared in partnership with the London Borough of Bromley by White Label Consultants and 3Fox International.