

2019



SPONSORSHIP AND EVENTS OPPORTUNITIES

With our busy programme of activities there are a range of options available. The benefits you can expect include increasing your brand awareness; a stronger emotional resonance with our members and the wider gluten free community, whilst supporting our important work.

RESEARCH CONFERENCE

29 March 2019 Royal College of Physicians, London

SPONSORSHIP PACKAGE

An exciting opportunity to sponsor the 2019 Coeliac UK Research Conference. The theme for this one day event is 'The gluten free diet; a solution for all?' The talks, which are

still to be confirmed, will cover a range of topics in addition to coeliac disease such as other gluten related conditions treated with a gluten free diet and when the gluten free diet may not be sufficient. The event is expected to attract a broad range of dietitians both specialist and non-specialists as well as other healthcare professionals working in the area.

Available to a maximum of six sponsors. Please contact us for details. **£2,000**

CHALLENGE EVENTS

GOLD PACKAGES

Potential to reach over **40,000** event participants, plus everyone watching at home

London Marathon, 28 April:

- 40,000 event participants
- Good Luck article in monthly email newsletter (company name and logo) - April
- Thank you article in supporter newsletter (company name and logo) - May
- Logo and thank you on the London Marathon page on our website
- Social media: mention in 1 x Good Luck post, 1 x on the day post and 1 x Thank You post
- Company name and logo on running vest
- Collateral in Coeliac UK goody bag
- Event televised on BBC
- **£3,000**

Great North Run, 8 September:

- 43,000 event participants
- Good Luck article in monthly newsletter (company name and logo) - September
- Thank you article in supporter newsletter (company name and logo) - November
- Logo and thank you on the Great North Run page on our website
- Social media: mention in 1 x Good Luck post, 1 x on the day post and 1 x Thank You post
- Company name and logo on running vest
- Collateral in Coeliac UK goody bag
- Event televised on BBC
- **£3,000**

SILVER PACKAGES

Royal Parks Half, 13 October

- 16,000 event participants
- Good Luck article (company name) in monthly newsletter - October
- Thank you mention (company name) in supporter newsletter - November
- Logo and thank you on the Royal Parks Half page on our website
- Social media: Mention in 1 x Good luck post and 1 x Thank you post
- Company name and logo on running vest
- Collateral in Coeliac UK goody bag
- **£2,000**

Cardiff Half Marathon, 6 October

- 25,000 event participants
- Good Luck article (company name) in monthly newsletter - October
- Thank you mention (company name) in supporter newsletter - November
- Logo and thank you on the Cardiff Half page on our website
- Social media: Mention in 1 x Good luck post and 1 x

- Thank you post
- Company name and logo on running vest
- Collateral in Coeliac UK goody bag
- **£2,000**

BRONZE PACKAGES

Asics London 10k, 21 July

- over 10,000 event participants
- Good Luck mention (company name) in monthly email newsletter - July
- Thank you mention (company name) in supporter newsletter - August
- Logo and thank you on the British 10k page on our website
- Social media: Mention in 1 x Thank you post
- Company name and logo on running vest
- Collateral in Coeliac UK goody bag
- **£1,500**

Edinburgh Marathon Festival, 25-26 May

- 35,000 event participants
- Good Luck mention (company name) in monthly email newsletter - May
- Thank you mention (company name) in supporter newsletter - August
- Logo and thank you on the EMF page on our website
- Social media: Mention in 1 x Thank you post
- **£1,000**

Prudential RideLondon, 4 August

- 25,000 event participants
- Good Luck mention (company name) in monthly email newsletter - August
- Logo and thank you on the RideLondon page on our website
- Social media: Mention in 1 x Thank you post
- **£1,000**

66,000+

Facebook fans

29,000+

Twitter followers

6,000+

Instagram followers

60,000+

monthly email subscribers

70,000+

supporter newsletter readers

GLUTEN FREE FOOD FESTIVAL

22 June 2019, Lakeside Conference Centre, York

HEADLINE SPONSORSHIP (MAX. 3)

- Acknowledgement of sponsorship on event literature and promotional material in media - print, broadcast, social media and Coeliac UK website
- Company biography piece on social media and Coeliac UK website ahead of show
- Use of Coeliac UK marketing collateral to help promote sponsorship of event
- Full page advert in event brochure
- Premium* exhibition stand in prime location in event hall
- Recipe featured in event brochure
- Cookery demonstration in morning OR afternoon
- **£1,500**

WALES GLUTEN FREE FOOD SHOW

16 November 2019, Cardiff City Stadium

HEADLINE SPONSORSHIP (MAX 3)

- Acknowledgement of sponsorship on event literature and promotional material in media - print, broadcast, social media and Coeliac UK website
- Company biography piece on social media and Coeliac UK website ahead of show
- Use of Coeliac UK marketing collateral to help promote sponsorship of event
- Full page advert in event brochure
- Premium* exhibition stand in prime location in event hall
- Recipe featured in event brochure
- Optional Cookery demonstration available at £500
- **£1,000**

EXHIBITION PACKAGES

Both events.

PACKAGE 1

- Large* exhibition stand
- ½ page advert in event brochure
- Use of Coeliac UK marketing collateral to help promote

For all bookings and enquiries please contact: 01494 796 722 or marketing@coeliac.org.uk.

Coeliac UK terms and conditions apply to all bookings. Late cancellations will incur full payment charges.

For details on our other great marketing opportunities visit www.coeliac.org.uk/ratecards.

- attendance at event
- **£500**

PACKAGE 2

- Medium[†] exhibition stand
- ¼ page advert in event brochure
- Use of Coeliac UK marketing collateral to help promote attendance at event
- **£300**

PACKAGE 3

- Standard[‡] exhibition stand
- Use of Coeliac UK marketing collateral to help promote attendance at event
- **£150**

PACKAGE UPGRADE OPTIONS

- Advert upgrade in event brochure is available for Package #1, #2, #3
- **£150**

*Premium and large = three tables

†Medium = two tables

‡Standard = one table

SPECIAL OFFER

10% OFF when you book both events at the same time.



coeliacuk
live well **gluten free**

☎ 0333 332 2033

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🐦 @Coeliac_UK

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