



Hire Awards of  
Excellence  
2009

**Sponsorship Pack**

## Our 2008 sponsors said...

“ As sponsors of the Hire Awards of Excellence 2008, we were pleased with the sheer number of industry decision makers and the excellent atmosphere on the night. We were impressed with the way in which the event was effectively managed; the venue, which was ideal for such a prestigious celebration; and the quality of the shortlisted organisations taking part. Of course, to come away from such an event as winners was just fantastic! Sponsoring an award provides the ideal vehicle helping to the maintain A-Plant’s position as an industry leader, to a target audience entirely made up of representatives from across the UK hire and supply industry. ”

**Asif Latief**  
Marketing Director, A-Plant

“ As a sponsor and winner at the Hire Awards of Excellence 2008, I thought the event was spectacular – a true reflection of the hire industry. The sponsorship package was outstanding value for money, with great placement of our brand throughout the event. We will certainly be considering sponsoring future events based on the success of this one. ”

**Steve Hillier**  
Brand Manager, Bosch Blue  
Professional Power Tools

“ The venue was ideal, food lovely and the ceremony went very well. The event was well organised and the recognition of support for sponsors was well covered. The quality of submissions and range of awards was well balanced with both large and small members being recognised. ”

**Paul Gaze**  
CITB ConstructionSkills

“ The awards were a resounding success and a most enjoyable evening. inspHire, provider of leading hire software solutions, were extremely pleased to be associated with the hire industry's foremost awards dinner and look forward to sponsoring again next year. ”

**Graham Dobbs**  
Sales and Marketing Director,  
inspHire

## Our guests said...

“ I just wanted to say thank you for a fantastic evening on Saturday. We really enjoyed ourselves and were delighted to receive a high commendation for our website (especially as the company has only been trading for just under a year). Thanks again and well done, I’m sure a lot of hard work went into organising the evening and it paid off! ”

**Karen Walker**  
Morley Tool Hire

“ Thank you for an excellent evening on Saturday. From our own perspective and what everyone else was saying, the whole night was a great success and we were privileged to be there. ”

**Peter Lucas**  
Imaginit (a member of the 2008  
Judging Panel)

“ I just wanted to say a big thank you and well done on a wonderful evening. It was spectacular! ”

**Anna Exley**  
HSS Hire

“ Thank you for a marvellous weekend and ceremony. We are proud to be members of the association. ”

**Liz Billington Flynn**  
Wyse Hire

“ The champagne reception was first class, the dinner exquisite and table service excellent. ”

**Bob Rist**  
Alexandra Tool Hire

# Hire Awards of Excellence 2009 Sponsorship Opportunities

## Exclusive Event Main Sponsor x 1 Opportunity, £15,000 (+VAT)

**This is your opportunity to align your company with the most prestigious, credible and well supported awards ceremony in the Hire and Rental industry and to stand out from the crowd as our main sponsor.**

- Logo and hot link on the Hire Awards of Excellence web site
- Company Profile page on the Hire Awards of Excellence web site
- Inclusion within the extensive editorial coverage in Hire Standard Magazine through to March 2009 as well as the post-Awards editorial review
- 1 x Full Page Advert and 1 x Editorial Page in the Awards brochure/menu – A5 size
- 1 x Full Page Advert in the Hire Standard June 2009 "Awards" issue
- Credits on all marketing, advertising and promotional activity generated for the awards
- Logo on all invitations sent to attendees
- Logo on screen and credit during the Awards ceremony
- Logo on event signage
- Credits in the Hire Awards of Excellence script
- Photo opportunity with all category winners and guest presenter
- 1 x table for 10 people at the awards ceremony in prime location
- 2 x bottles of house wine per table
- Opportunity to place a table gift on each setting (subject to approval by organiser)
- Full set of official photographs supplied on disk after the event

## Award Category Sponsorship from £3,500 (+VAT)

**x 14 Opportunities (14 award categories\*)**

**Exclusive category sponsorship with your company name associated with the award category in all promotion, i.e. Hire Person of the Year category is sponsored by...**

- Logo and hot link on the Hire Awards of Excellence web site
- Inclusion within the extensive editorial coverage in Hire Standard Magazine through to March 2009 as well as the post-Awards editorial review
- Credits on marketing, advertising and promotional activity generated for the awards
- Logo on screen and credit during the sponsored category
- 1 x Full Page Advert in the Awards brochure/menu – A5 size
- Credit in the Hire Awards of Excellence script
- Credit engraved on sponsored award trophy
- Award presentation and photo opportunity with category winner and guest presenter
- 1 x table for 10 people at the awards ceremony

## Exclusive Welcome Drinks Reception Sponsorship, £5000\*\* (+VAT)

**Exclusive sponsorship with company name associated with reception, i.e. Hire Awards of Excellence 2009 Welcome Drinks Reception sponsored by...**

- Logo and hot link on the Hire Awards of Excellence web site
- Inclusion within the extensive editorial coverage in Hire Standard Magazine through to March 2009 as well as the post-Awards editorial review, subject to editors discretion
- Logo and credit as Drinks Reception Sponsor on all invitations to attendees
- Credits on marketing, advertising and promotional activity generated for the 2009 Awards, highlighting your company as the Welcome Drinks Reception Sponsor
- Credit in Hire Awards of Excellence script
- Logo and credit as Welcome Drink Reception Sponsor in the awards brochure
- Tickets for 4 people at the Hire Awards of Excellence

## Chosen your opportunity?

Make sure you don't miss out on your first choice. Give Kira or Liz a call on **+44 (0) 121 380 4616** or email us at **awards@hae.org.uk** giving us as much detail as possible to get the ball rolling and get the maximum value from your sponsorship.

\* Our 2009 Hire Awards of Excellence Categories are: Hire Person of the Year; Hire Company of the Year (up to five outlets; Tool, Equipment and Plant); Hire Company of the Year (over five outlets; Tool, Equipment and Plant); Hire Company of the Year (up to five outlets; Events); Hire Company of the Year (over five outlets; Events); Excellence in Training; Excellence in Customer Care; Best Contribution to Health and Safety; Best Contribution to Environmental Issues; Hire Industry Catalogue of the Year; Hire Industry Website of the Year; Hire Industry Supplier of the Year; Best Product of the Year; Employee/Team of the Year.

\*\* This cost covers the sponsorship opportunity outlined above and 1 glass of champagne per guest.



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9 May, London

Hire Association Europe, 2 Holland Road West, Waterlinks, Birmingham B6 4DW