

SRS2008

STADIUM REVENUE SUMMIT

19 - 20 November 2008, Twickenham Stadium, London



John Gichigi / Allsport

The fourth edition of **Stadium Revenue Summit** will be held at Twickenham Stadium, the home of English rugby, on 19-20 November 2008.

The Rugby Football Union has invested over €150m in the redevelopment of Twickenham Stadium's south stand. The completed scheme takes the stadium's all-seater capacity to 82,000, but also features an integrated 160-bed, four-star hotel, new corporate hospitality areas, a community theatre, a health and fitness club, new fan store and administration offices for the RFU. We are delighted to be hosting our fourth edition of **Stadium Revenue Summit** at this prestigious venue.

Stadium Revenue Summit 2008 will once again be Europe's only event dedicated to stadium facility revenue streams, and will be attended by over 300 high-level industry practitioners seeking to maximise the returns from their stadium asset.

Attendees will gain valuable insights and proven methodologies in how to enhance income from their stadiums, and will be able to learn from the most successful practitioners in the industry. Irrespective of their size, profile or success, clubs are aware that they can no longer rely on broadcasting revenues and the occasional winning streak to secure their finances. Enlightened management is now concentrating on growing revenues over which they have direct control and, most notably, the revenues that can be derived from their key capital asset – the stadium. From mixed-use property development and leisure destination plans, through to matchday fine dining and CRM technologies, every club now has the opportunity to grow its revenues irrespective of league position.

Topics to be discussed at **Stadium Revenue Summit 2008** include:

- Case studies on technology applications that have delivered returns
- New capital investment schemes that focus on commercial returns (expansions, new-builds, renovations)
- Integration of stadium, conference and hotel business
- New approaches to marketing, CRM, customer management
- Developing stadium event content – new shows, stadium events
- Cost and resource management
- Emerging commercial revenue streams relating to fans, the stadium and the internet/new media channels

Presented by *Stadia* magazine, **Stadium Revenue Summit 2008** is once again THE ONLY forum where consultants, practitioners, technologists and the clubs themselves can discuss the scope of today's multiple revenue streams available to stadium operators, and to learn how to implement them to maximum benefit.



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The following sponsorship packages are available for Stadium Revenue Summit 2008.

Platinum Sponsorship

Only four available, including 'exclusivity' in your business sector (Ticketing, POS, F&B, etc.). Package includes:

- Company logo on event website with link
- Company logo on ALL marketing materials
- Guaranteed speaker slot (subject to content and positioning agreed by conference director)
- Corporate branded lunch on Day 1 or 2 or welcome reception (these are allocated on a first-come, first-served basis)
- Three event tickets to invite your key clients from sports venues
- Table-top display or display area in networking area (supplied by sponsor)
- Brochure insert in delegate packs
- Profile and full-page advertisement in conference programme
- Summary attendance list (name, organisation, country) as PDF

PRICE – GBP 10,000

Gold Sponsorship

- Company logo on event website with link
- Company logo on selected marketing materials
- Corporate branded COFFEE BREAK (choice of Day 1 or 2) with company logo on hold screens in conference room plus branding (restricted to first six bookings only)
- Two event tickets to invite your key prospects
- Table-top display or display area in networking area (supplied by sponsor)
- Brochure insert in delegate packs
- Profile and half-page advertisement in conference programme
- Summary attendance list (name, organisation, country) as PDF

PRICE – GBP 5,000

To book your package or discuss other branding opportunities, please call Sam Wibrew on tel. +44 (0) 208 133 7678 or email: s.wibrew@ukintpress.com



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Tour Sponsorship – Twickenham Stadium Tour

Present to the delegates at first hand the technology or services your company has supplied to Twickenham Stadium

- Company logo on event website with link
- Company logo on selected marketing materials
- Ten-minute presentation on the tour (at agreed location), with your staff being able to distribute company marketing materials
- Table-top display or display area in networking area (supplied by sponsor)
- One event ticket
- Profile in conference programme
- Summary attendance list (name, organisation, country) as PDF

PRICE – GBP 3,000

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