



**Sponsorship and
Opportunity Pack**

Technical specifications and performance data for a vehicle, including engine details, transmission, and fuel economy figures.

Fuel Economy

Category	Value
City	15.1
Highway	24.4
Combined	18.8

To compare fuel costs and CO₂ emissions for more cars, visit [www.kia.co.uk/comparecars](#)

Support

About the LowCVP

The LowCVP:

- Develops initiatives to promote the sale and supply of low carbon vehicles and fuels;
- Provides input and advice on Government policy;
- Provides a forum for stakeholders to share knowledge and information;
- Ensures that UK motor, fuel and related businesses are best placed to capitalise on the opportunities in the low carbon markets of the future;
- Contributes to the achievement of UK Government targets for road transport carbon reduction;
- Plays a key role in helping Government to deliver its low carbon transport strategy.

The LowCVP, established in 2003, is a public-private partnership working to accelerate a sustainable shift to lower carbon vehicles and fuels and create opportunities for UK business.

Almost 200 organisations are engaged from diverse backgrounds including automotive and fuel supply chains, vehicle users, academics, environment groups and others. The Partnership became a not-for-profit company limited by guarantee in April 2009.





This year's awards 9 September 2015

In association with



The fifth edition of the LowCVP Low Carbon Champions Awards will open for nominations in April 2015.

The Champions Awards will be presented as part of a Gala Dinner on Wednesday 9 September 2015 at a venue in, or close to, Milton Keynes (the middle evening of Cenex's LCV 2015, the UK's largest low carbon transport event).

There are eight awards categories available for sponsorship and a 'Grand Prix' – winner of winners – Award.





UB Distribution Services

ACTROS



Pioneering Euro 6 with Clean

2545

FH14HXZ

About the Awards

The LowCVP Low Carbon Champions Awards have grown progressively over the last five years to become the UK's most respected, cutting edge and dynamic celebration of low carbon transport. The Awards promote innovation, new technologies and best practices, helping to accelerate the shift to a low carbon future.

The LowCVP Champions Awards sponsorship packages 2015 offer a unique proposition as they are part of a partnership with Cenex's LCV 2015, the Low Carbon Vehicle Event, which takes place at Millbrook Proving Ground on 9-10 September 2015. LCV is the largest low carbon event of its kind.

Its diversity attracts people from a wide range of organisations and backgrounds who are drawn to, and inspired by, new technologies and innovations in the transport sector. This partnership provides the ideal platform to align your brand with an influential audience of senior key decision makers and to communicate your key messages around this agenda.

The Champions Awards are accredited by the Royal Society of the Arts (RSA). They are one of a select handful of awards schemes to meet the RSA's robust criteria. Champions Awards winners are eligible to go forward to represent the UK in the European Business Awards for the Environment.





Exposure

- Through our event promotion to senior decision maker transport industry contacts, LowCVP partnerships and Cenex-associated networks including Innovate UK, the Department of Business Innovation and Skills, the Advanced Propulsion Centre, the Office for Low Emission Vehicles, and the Society of Motor Manufacturers and Traders, and UK Trade & Investment (UKTI).
- **Networking with industry delegates** attending the LowCVP Low Carbon Champions Awards Gala Dinner.
- **Exposure through wide ranging media partners** regionally, nationally and internationally.

Reach

Government, industry and innovators including CEOs, senior managers, media, Government ministers and NGOs, to leading engineers, and transport sector specialists via LowCVP's communication channels and the networking gala dinner.

LCV2015 will be promoted widely. With another record attendance in 2014 of 2,400 delegates (**24% up on 2013**) and **over 180 exhibitors** the Awards Dinner will be the centrepiece of this most talked about low carbon vehicles and fuels event.

Can you afford to miss out on this major marketing opportunity?





LNG



Media outlets

Benefit from exposure through a wide range of national, regional, trade and some international media outlets. The 2014 Awards also generated a large amount of social media activity, especially on Twitter.

The LowCVP Awards have been covered by...

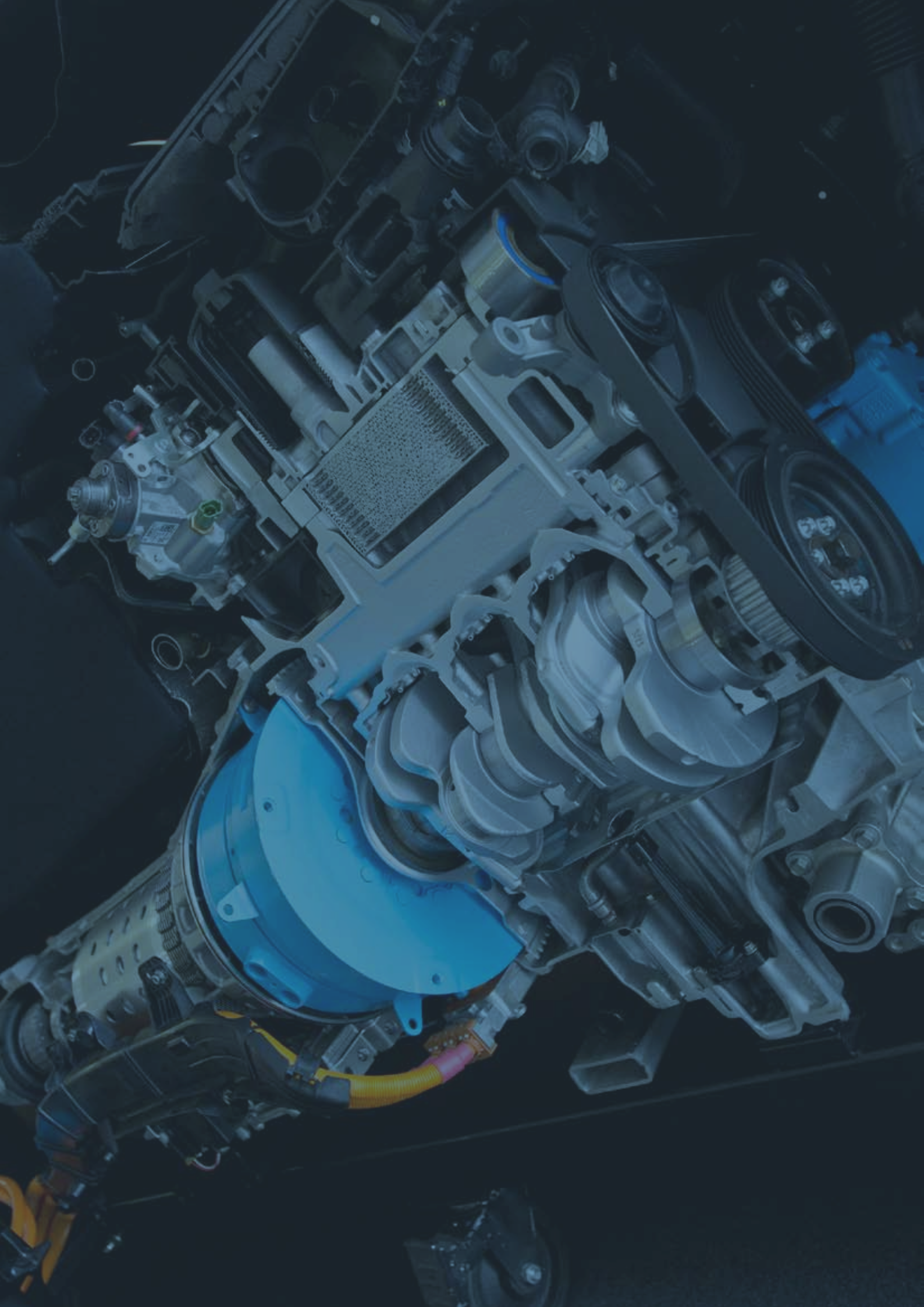







Digital Journal
 Fuel Card News
 PRWeb
 Benzinga
 Green Car Guide.com
 Van User
 BizWire Express
 Bus and Coach
 Carmony.co.uk
 Fleet News
 BeverageWorld
 Transport Weekly
 Wired-Gov
 Transport Engineer
 SMMT Bulletin
 The Green Car website
 Next Green Car.com
 Fleet Directory UK
 PRwave
 Automotive World.com
 Fuelcellworks
 AM-Online
 Smart Energy Universe
 Indonesialogisticsonline
 Fleet Transport
 Green Wise Business
 Connect—Innovate (TSB)

HGV Uk.com
 Vans A2Z
 Green Fleet
 Business Green
 Motor Transport
 Journal Auto.com
 NewsChannel 9 WSYR
 ActionNewsJax.com
 Fox23
 News Watch 50
 CW Arkansas
 Environmental Protection
 AutoWeb
 GoAuto
 Automobilsport.com
 International Energy Agency
 Green Flag
 Contract Hire and Leasing
 Diesel Car
 The Sports Campus
 Scot Cars
 4-Traders
 Green Car Guide.com
 F1Passion
 Oneshift.com



LowCVP communications ...

- Monthly E-Newsletter to Subscribers (more than 2,500).
- Social Media profiles including Twitter to cascade sponsor news.
- Promotion online through the LowCVP website and dedicated sponsor section.
- Through third-party communications and 'contra deals'.



... and printed media

- Awards Evening Events Guide





MIRA

Electric Future

DENNIS EAGLE
a partnership



Sponsorship categories

SOLD Low Carbon Car/Van Manufacturer of the Year

- Low Carbon Heavy Duty Vehicle Manufacturer of the Year
- Low Carbon Vehicle Operator of the Year
- Low Carbon Fuel Initiative of the Year
- 2015 Award for Low Carbon Innovation by an SME
- Low Carbon Road Transport Initiative of the Year
- 2015 Outstanding Low Carbon Publication or Report
- Outstanding Individual in Promoting Low Carbon Transport



THE 'GRAND PRIX' AWARD

SOLD Outstanding Achievement in Low Carbon Transport
(winner of winners)

Awards judges*

- Association with, and exposure to, around 20 senior industry peers



** Judges for 2015 to be announced in May.*

ECOBOOST 

Sponsorship 'CATEGORY' Level, £4,000

Before the event	Awards Night	Post Awards
<p>Pre-event brand exposure through the Low Carbon Vehicle Partnership and Associated Partners communications as CATEGORY Sponsor</p> <p>Announcement made through our monthly e-Newsletter offering pre-event visibility for any particular product or service you wish to highlight through our 2,500+ opt-in database of low carbon transport stakeholders interested in sustainability and low carbon transport.</p> <p>Your logo on the LowCVP website with copy about your organisation and a click-through URL to your website. To include a description of your organisation and any product or service you would like to highlight.</p> <p>Sponsorship offers competitive advantage by allowing you to demonstrate sector thought leadership and a unique platform to tell your sustainability brand story through your own in-house PR team. The LowCVP will supply branding assets to support this.</p> <p>PR and media relations opportunity through bespoke news releases including information about Awards category sponsors. We will notify you of breaking news stories associated with the Awards as they happen relevant to your brand to utilise through your own news network.</p> <p>Multiple mentions pre-event on social media and through our partners, media organisations, green networks and communities including Twitter and LinkedIn.</p> <p>Use of the LowCVP Low Carbon Champions Award Sponsor logos on all your internal and external communications to demonstrate your support.</p>	<p>Sponsorship includes a table for eight at the LCV 2015 Gala Dinner event on 9 September. This is a unique hospitality and networking opportunity includes a three-course meal with wine.</p> <p>A stage announcement recognising your organisation as CATEGORY Sponsor.</p> <p>Branding on-site on signage and photo backdrop as CATEGORY Sponsor.</p> <p>Photo opportunity; present your category trophy on stage.</p> <p>Your branding in the printed event program and on the menu.</p> <p>Your company name engraved on the trophy as CATEGORY sponsor.</p>	<p>Post event publicity opportunity with images through PR and media relations working in tandem with your in-house PR team to supply relevant marketing collateral and content and leverage your sponsorship.</p> <p>Final solus mailshot to Low Carbon Vehicle Partnership Low Carbon Champions Awards opt-in database to notify them of winners and name checking sponsors.</p>



VECTOR
1000

W000-1000

Rounded corners for smoother airflow
Tractor & Trailer aerodynamically matched



Waitrose

Uniquely British

Lower overall vehicle height

Fuel

Sponsorship 'GRAND PRIX' Level, £6,500

Before the event	Awards Night	Post Awards
<p>Pre-event brand exposure through the Low Carbon Vehicle Partnership and Associated Partners Communications as GRAND PRIX Sponsor.</p> <p>Announcement made through our monthly e-Newsletter offering pre-event visibility for any particular product or service you wish to highlight through our 2,500+ opt-in database of low carbon transport stakeholders interested in sustainability and low carbon transport.</p> <p>Your logo on the LowCVP website with copy about your organisation and a click-through URL to your website. To include a description of your organisation and any product or service you would like to highlight.</p> <p>Sponsorship offers competitive advantage by allowing you to demonstrate sector thought leadership and a unique platform to tell your sustainability brand story through your own in-house PR team. The LowCVP will supply branding assets to support this.</p> <p>PR and media relations opportunity through bespoke news releases including information about Awards category sponsors. We will notify you of breaking news stories associated with the Awards as they happen relevant to your brand to utilise through your own news network.</p> <p>Multiple mentions pre-event on social media and through our partners, media organisations, green networks and communities including Twitter and LinkedIn.</p> <p>Use of the LowCVP Low Carbon Champions Award Sponsor logos on all your internal and external communications to demonstrate your support.</p>	<p>Sponsorship includes a table for eight at the LCV 2015 Gala Dinner event on 9 September. This is a unique hospitality and networking opportunity includes a three-course meal with wine.</p> <p>A stage announcement recognising your organisation as the only GRAND PRIX Sponsor and in the Powerpoint event presentation.</p> <p>One page full colour advert in the event programme to promote your business and low carbon technology.</p> <p>Branding on-site on banners, signage and photo backdrop as GRAND PRIX Sponsor.</p> <p>GRAND PRIX Photo opportunity to introduce the winners and make a brief speech to up to 400 delegates at the event.</p> <p>Your branding in the printed event program and on the Menu as GRAND PRIX sponsor.</p> <p>Your company name engraved on the back of the trophy as GRAND PRIX sponsor.</p>	<p>Post event publicity opportunity with images through PR and media relations working in tandem with your in-house PR team to supply relevant marketing collateral and content and leverage your sponsorship.</p> <p>Final solus mailshot to Low Carbon Vehicle Partnership Low Carbon Champions Awards opt-in database to notify them of winners and name checking sponsors.</p>



LOW CARBON AWARDS 2015

Past Champions Award sponsors





**THE LOWCVP
LOW CARBO
AWARDS 20**

ON CHAMPIONS 2015

What to do next...

- Call Neil Wallis or Catherine Dove on 020 7304 6880 for further information or to have any questions answered
- Let us know what level of sponsorship is required and how we can work with you to support your marketing objectives
- A sponsorship agreement will be arranged.

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