



Sponsorship and Opportunity Pack



Connect
Collaborate
Influence

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;

- The LowCVP 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.





Awards Evening 10 September 2014

The fourth edition of the LowCVP Low Carbon Champions Awards opened for nominations in May 2014.

The Champions Awards will be presented as part of a Gala Dinner at Jury's Inn Hotel, Milton Keynes on 10 September 2014 (the middle evening of Cenex's LCV 2014, the UK's largest low carbon transport event).

There are seven Awards categories available for sponsorship and a 'Grand Prix' - winner of winners - Award.

In association with





About the Awards

The LowCVP Low Carbon Champions Awards have grown progressively over the last four 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 2014 offer a unique proposition as they are part of a new partnership with Cenex's LCV2014, The Low Carbon Vehicle Event which takes place at Millbrook Proving Ground on 10-11 September 2014. 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.

Attracting widespread national media coverage, for innovation and a focus on sustainability, the LowCVP Champions Awards lead the way to a growing audience of senior decision makers, business leaders, brands and news media outlets.



Exposure and networking

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

Communicate your message

To 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.

LCV2014 will be promoted widely. With a record attendance in 2013 of 1,950 delegates and 154 exhibitors, the new 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?





Benefit from a range of media exposure with more than six million 'opportunities to see' ...

Each year the LowCVP Low Carbon Champion Awards generates interest from major national newspapers and magazines, often with dedicated articles.

businessGreen.com



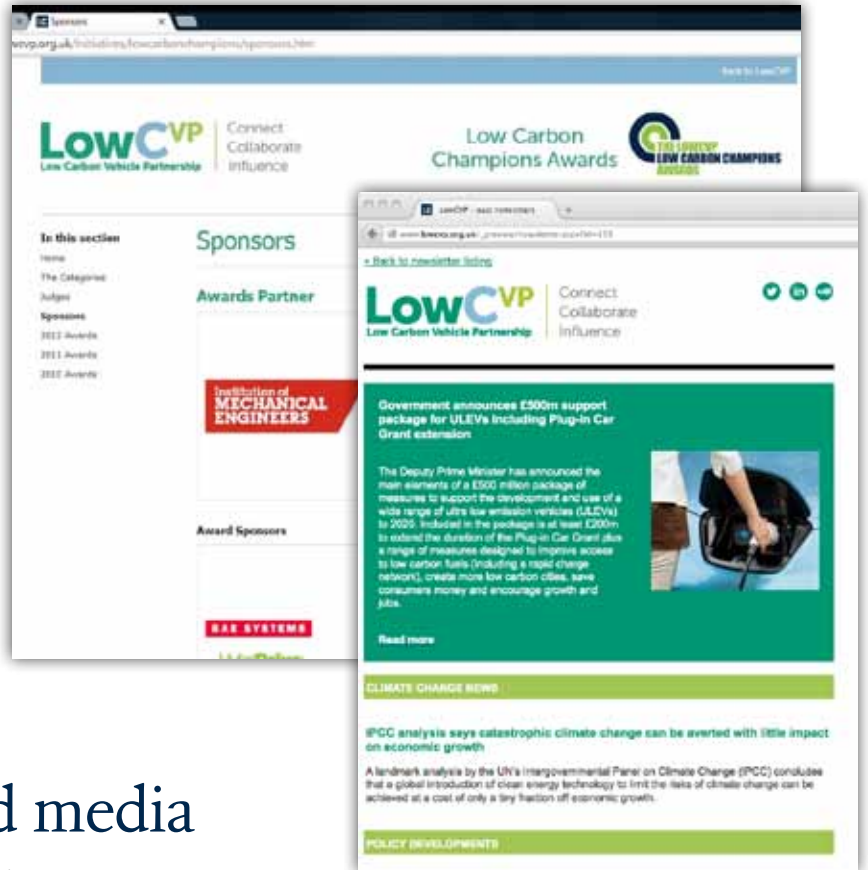
Digital Journal
Fuel Card News
PRWeb
Benzinga
Green Car Guide.com
Van User
BizWire Express
Bus and Coach
Carmony.co.uk
Fleet News
BeverageWorld
Transport Weekly
Wired-Gov
Transport Engineer
SMMT Bulletin
The Green Car website
Next Green Car.com
Fleet Directory UK
PRwave
Automotive World.com
Fuelcellworks
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
Automobilspport.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



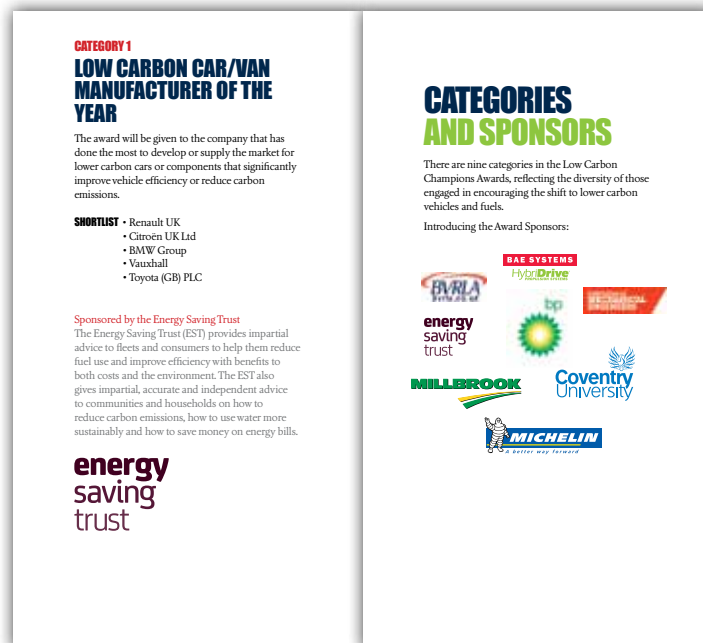
PLUS, LowCVP online communications ...

- Monthly E-Newsletter to Subscribers (<2,500).
- Social Media profiles inc. 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



The sponsorship categories

- 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
- 2014 Award for Low Carbon Innovation by an SME
- Low Carbon Road Transport Initiative of the Year
- 2014 Outstanding Low Carbon Publication or Report
- **'Grand Prix' Award**
Outstanding Achievement in Low Carbon Transport (winner of winners)



Awards judges

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

THE JUDGES



Neil Barrel
Grant Thornton

Paul Clarke
Green-Car-Guide.com

Rachael Dillon
Freight Transport Association

Robert Evans
Genex

Richard Bruce
Office for Low Emission Vehicles (OLEV)

Andy Eastlake
Low Carbon Vehicle Partnership

Gloria Esposito
Low Carbon Vehicle Partnership

Blake Ludwig
Environmentalist and LowCVP Board Member

Anne McIvor
CleanTech Investor

Jonathan Murray
Low Carbon Vehicle Partnership

Graham Pendlebury
Department for Transport

Jack Sempole
Road Haulage Association

Tim Shallcross
Consultant to IAM Trust

Neil Wallis
Low Carbon Vehicle Partnership

Adam Weall
Jaguar Land Rover

Clare Wenner
Renewable Energy Association



Paul Everitt
Society of Motor Manufacturers and Traders

Ian Featherstone
Energy Saving Trust

Malcolm Fergusson
Consultant

Rupert Furness
Department for Transport



Neville Jackson
Ricardo UK Ltd

Stewart Kempell
Shell International

Ben Lane
Next Green Car

John Lewis
DVRLA



Philippa Oldham
IMechE

Doug Parr
Greenpeace

Jason Reakes
BMW

Philip Sedwood
Energy Saving Trust



Phil Spittle
Eddie Stobart Ltd

Mike Weston
Transport for London

David Wright
Coventry University

Rob Wakely
Department for Transport

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 2014 Gala Dinner event on 10 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 with the category winner and opportunity to present their 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>

Sponsorship Grand Prix Level, £6,000

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 2014 Gala Dinner event on 10 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 power-point 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 winner and present their trophy on stage.</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>



Past Champions Award sponsors

BAE SYSTEMS

HybriDrive
PROPULSION SYSTEMS



Institution of
**MECHANICAL
ENGINEERS**

energy
saving
trust



MILLBROOK



next
greencar™





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.

Low Carbon Vehicle Partnership
3 Birdcage Walk
London
SW1H 9JJ

Tel: +44 (0)20 7304 6880

E-mail: secretariat@lowcvp.org.uk

Web: www.lowcvp.org.uk

LowCVP
Low Carbon Vehicle Partnership

Connect
Collaborate
Influence