

Sponsorships:

Be part of Europe's leading event for the Premium Seat & Hospitality sector

ALSD INTERNATIONAL

September 6 - 7, 2021 • Liverpool FC's Anfield Stadium • Liverpool, UK



Liverpool FC's
Anfield Stadium

Everton Football Club's
Goodison Park



ALSD International - Europe's one and only conference and exhibition dedicated to the Premium Seat & Hospitality sector - is coming to the iconic home of **Liverpool Football Club, Anfield Stadium**, in the beautiful city of Liverpool, September 6 - 7, 2021.

The event will be fully virtualised, with all conference sessions to be streamed, the exhibition and networking to be digitalised, plus there will be Organisers TV, running videos, presentations, interviews and more.

With sports projects aplenty and a variety of world-class sports venues, Liverpool offers the perfect platform to examine premium seating and how to increase revenue with new builds, renovations and service expansions, as well as via new F&B offerings and the latest innovations in technology.

Attendees will benefit from a comprehensive conference program delivered by the sector's leading experts, as well as unrivalled networking opportunities, behind-the-scenes tours of not only Anfield but also **Everton Football Club's Goodison Park** and **M&S Bank Arena Liverpool** and an exhibition showcasing the latest innovations, technologies and solutions.

Presented by:



◀ POWERED BY **ungerboeck** ▶

For more information: www.ALSDIInternational.com

Conference & Exhibition

September 6 - 7, 2021
Anfield Stadium
Liverpool, UK

For more information:
Katie McIntyre
katie@alsd.com
T: +353 (0)44 9335212

Bill Dorsey
bill@alsd.com
T: +1 513 674 0555

"Sponsorship works best not as a numbers game but as a memory game. When done right, sponsorship creates lasting memories. Premium seating helps create what has become almost a cliché in the venue marketplace: Fan Experience."

— Bill Dorsey, Chairman, ALSD

All sponsors will be eligible for written &/or filmed interviews, branding and exposure across the ALSD, ALSD International and Sports Venue Business platforms. Sponsors will also be able to submit a video, filmed interview or presentation to run as part of the Organisers TV programming, which will be available to all registered attendees via the event microsite pre-, during and post event. In addition, sponsors will receive their own virtual networking lounge, where they can display e-brochures and contact details, and conduct virtual meetings.

Note: Many sponsorship opportunities are customised to meet the needs of the sponsor. The following are basic prices and amenities that can be supplemented.



Presenting Sponsor

(i.e. ALSD International presented by ...)

Naming rights sponsorship benefits and fee is customised to sponsor's needs. This package is available to one company only and includes branding exposure at the event, as well as across the ALSD International website and microsite, including Organisers TV.

Presenting Partner Sponsors

These are limited and only available to one sponsor per industry niche. Presenting Partner Sponsors benefit from session sponsorship, i.e. "...Session Sponsored/Presented by..." and include sponsorship of a coffee break, a speaker position and input towards the specific topics for discussion, panellists, etc. Packages include pre, during and post event marketing, on-site signage and a banner advert within the e-Bulletin, in addition to either a filmed or written interview.

€5,865 / £5,000 / \$6,885 + VAT

Session Sponsors

Certain sessions may be sponsored by an individual company relevant to the space category, including (but not limited to):

- Architecture & Design
- Engineering
- Fan Engagement/Experience
- Fit-Out
- Hospitality
- Premium Seat Sales
- Technology

€2,305 / £2,000 / \$2,635 + VAT

"Thanks for a great ALSD International - Virtual event with some very interesting webinars.

Great to see what other venues are doing and putting in place across the world. I especially enjoyed the keynote given by Eden Park CEO, Nick Sautner, showcasing the impact and actions they took to generate revenue."

— Thorsten Gfrerer
Automation & Technology Manager
Luton Town Football Club

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Event/Tour Sponsorships

All event/tour sponsors will have the opportunity to address the attendees.

The available functions are as follows:

- Tour of Anfield
- Tour of Everton's Goodison Park
- Tour of M&S Bank Arena
- Opening reception
- Closing reception

€4,500 / £4,000 / \$5,000 + VAT

Exhibiting Sponsors

Exhibiting sponsors will optimise their exposure by securing both exhibitor and sponsor benefits.

€4,055 / £3,665 / \$5,000 + VAT

Additional Sponsorship Opportunities

Many potential sponsorships are not listed here.

Gift Bag Sponsor	Upon Request
Credential Sponsor	Upon Request
Alcohol Sponsor	Upon Request
Catering Sponsor	Upon Request

Sponsors are eligible for 3 physical and 3 virtual delegate passes, and many other value-added benefits.

"Just a quick note to thank you for organising an excellent conference – it was great to meet such a mixture of people from the industry and to have the opportunity to visit such iconic stadia."

— James Glover, Hospitality Sales Manager,
Marylebone Cricket Club/Lord's Cricket Ground

All sponsoring companies receive:

- **Three (3) physical and three (3) complimentary virtual delegate passes.** (Additional passes available at the reduced rate of €280 / £245 / \$350 + VAT.)
- NB: The Presenting Sponsor and Founding Partner Sponsors are eligible for four (4) complimentary delegate passes
- **100-word company and/or product description in the 2021 Conference Program and on the ALSDI website**
- **Pre, during and post-event publicity**
- **1-on-one meetings**
- **Banner adverts within the e-Bulletin**
- **ALSD International membership for your attendees for 12 months**

PAYMENT

All sponsor applications must be accompanied by full payment for sponsorship. In addition, 25% of the sponsorship application fee is a non-refundable deposit (see cancellation policy for additional information).

CANCELLATION OF SPONSORSHIP

All cancellations must be in writing to the tradeshow coordinator: Katie McIntyre. Written notification received by July 2, 2021, will result in a 75% refund; payable 30 days after the conference and tradeshow. After July 2, 2021, no refund will be returned.

SPONSORS:

Email Jared Frank (jared@alsd.com) a brief company description (100 words or less) of your company's product or service. This will be published in the 2021 ALSD International Conference Program. Deadline July 2, 2021. Additionally, please send a copy of your official company logo via email to Amanda@alsd.com.



Host Hotel:

Pullman Liverpool
Monarch Quay
Kings Dock
Liverpool
L3 4FP – UK

Special Delegate Rates
£110 per night B&B (single)
£125 per night B&B (double)
Payment terms: Guests to settle own account

Sponsoring Company Sign-Up:

Name _____
 Company _____
 Address _____
 City/State _____
 Postal Code/Zip _____
 Phone _____ Fax _____
 Email _____

____ Please ensure to tick the box to opt-in to receive all important event information and consent to ALSD holding your data, as per GDPR regulations.

 Authorised Signature

Three (3) Complimentary Attendees:

*Attendees MUST be submitted no later than August 1, 2021. Include contact person above if that person is attending.

Name _____
 Title _____
 Email _____
 Phone _____

Name _____
 Title _____
 Email _____
 Phone _____

Name _____
 Title _____
 Email _____
 Phone _____

Additional Attendees:

€280/£245/\$350 + VAT Per Additional Attendee. Inquire with ALSD International.

____ Please ensure to tick the box to opt-in to receive all important event information and consent to ALSD holding your data, as per GDPR regulations.

ALSD Guest/Spouse Program:

If you bring a guest(s), that person(s) will need credentials. Extra credentials are €160/£140/\$100 + VAT each and will grant guests access to receptions/tours. Inquire with ALSD International.

PAYMENT

Sponsor Package		= €/£/\$ _____
Additional Attendees	€280/£245/\$350 x _____ attendees	= €/£/\$ _____
Guest(s)	€160/£140/\$100 x _____ guests	= €/£/\$ _____
	Grand Total	€/£/\$ _____
	Plus VAT @20%	€/£/\$ _____

(NB: If you're VAT registered and based in Europe, please provide your VAT number.)

____ **Credit Card**

[] American Express [] MasterCard [] Visa

Card No. _____ Exp. : _____ CVV _____

Cardholder Name (printed) _____

Cardholder Signature _____

____ **Cheques** made payable to: Association of Luxury Suite Directors, 10017 McKelvey Road, Cincinnati, OH 45231 USA. T: +1 513 674 0555

Please complete and email Sponsor Application to:

ATTN:
 Katie McIntyre
 katie@alsd.com
 T: +353 (0)44 9335212