



BOOKING AND SPONSORSHIP INFORMATION



Honourable Artillery Company, London, UK
5 OCTOBER 2011

In association with:





THE CATEGORIES

❑ **BEST CUSTOMER INITIATIVE**

We all have to work hard to win the hearts and minds of the customers we serve, which is never an easy task. But which single innovation has made the most impact on the travelling public in 2011?

❑ **SUPPLIER OF THE YEAR**

Both new and existing light and urban rail systems rely on the support and participation of a vast array of businesses across the public and private sectors. Whose contribution is worthy of recognition this year?

❑ **PROJECT OF THE YEAR**

A new depot... new stations... refurbished fleets... new ticket machines. Projects large and small can make a difference to efficiencies and are crucial to customer perception. Who has made a quantum leap this year?

❑ **ENVIRONMENTAL INITIATIVE OF THE YEAR**

Environmental benefits and innovations are becoming even more vital to the operations of existing systems and the business cases for future developments – who has made a significant impact in 2011?

❑ **OPERATOR OF THE YEAR**

Last year Nottingham Tram Consortium gained worldwide acclaim for its passenger-focused operations and for transforming life within the city – this is a coveted accolade and will surely be closely contested for 2011.

❑ **MOST SIGNIFICANT SAFETY INITIATIVE – SPONSORED BY MOTT MACDONALD**

The UK light rail industry prides itself on its safety record. But which initiatives should be hailed for protecting our passengers and staff?

❑ **EMPLOYEE / TEAM OF THE YEAR**

Arguably our most popular award. This is the chance to recognise unsung heroes who have gone beyond the call of duty for their colleagues and the industry and improved the service given to the fare-paying customer.

❑ **INNOVATION OF THE YEAR**

UK systems and their suppliers constantly strive for perfection... the judges look forward this year to honouring another innovation or key initiative that can benefit us all.

❑ **WORLDWIDE PROJECT OF THE YEAR**

This award honours those who are shifting perceptions towards light rail outside the UK and Ireland. With an astonishing variety of entries in 2010, this celebrates those cities and systems breaking new ground globally.

❑ **WORLDWIDE SUPPLIER OF THE YEAR**

Keeping the 600-plus LRT and metro systems running smoothly takes a seamless supply chain with trusted manufacturers and suppliers. Bombardier Transportation took the title in 2010 – who deserves it this year?

❑ **JUDGES' SPECIAL AWARD FOR OUTSTANDING ACHIEVEMENT**

The judges seek to praise individuals who have demonstrated across-the-board excellence in everything they do. This category is open to all-comers from every aspect of the business.

❑ **CAMPAIGNER OF THE YEAR**

The ultimate accolade. Which individual has spoken their mind when it has been necessary to do so and done the most to further the light rail cause over the past 12 months?





In association with:
First Tram Operations

SPONSORSHIP OPPORTUNITIES

THE GOLD PACKAGE PRIOR TO THE EVENT

£POA

- ❑ Your logo on all pre-event advertisements and literature. This includes a minimum of two half-page advertisements featuring your logo in a prominent position within *Tramways & Urban Transit* prior to the event.
- ❑ Personalised invitations for sponsors' guests.

AT THE EVENT

- ❑ An opportunity to give a keynote address to the audience.
- ❑ A representative on the top table.
- ❑ Two complimentary tables for 10 of your guests in a prominent position at the Light Rail Awards 2011 Gala Dinner.
- ❑ A stand and promotional materials in the reception area as guests arrive.
- ❑ Multimedia credits on the AV sequences at the Light Rail Awards 2011.
- ❑ Your logo on all literature at the event, including the programme and invitations.
- ❑ Distribution of literature and gifts to Light Rail Awards guests.

AFTER THE EVENT

- ❑ You will receive a full page advertisement in the Light Rail Awards 2011 supplement, containing details of the award-winners and presentation the night. This will be distributed worldwide with *Tramways & Urban Transit*.

THE AWARD SPONSORSHIP PACKAGE

£4000

- ❑ Your logos will appear on all pre-event advertisements and all promotional literature – including the event invitation, menu and evening's programme.
- ❑ You will receive a half-page colour advertisement in the Light Rail Awards 2011 supplement, containing details of the award-winners and presentations on the night. This will be distributed worldwide with *Tramways & Urban Transit*.
- ❑ Full branding in the supplement in the section dedicated to your chosen award.
- ❑ Engraved branding on your chosen award.
- ❑ One complimentary table for 10 of your guests in a prominent position at the Light Rail Awards 2011 Gala Dinner.
- ❑ Multimedia credits on the AV sequences at the Light Rail Awards 2011.
- ❑ Your representative will be asked on stage to present their award on the night.

THE CHAMPAGNE RECEPTION PRIOR TO THE EVENT

£SOLD

- ❑ Your logo will appear on all pre-event advertisements and literature. This includes a minimum of two half-page advertisements featuring your logo in a prominent position within *Tramways & Urban Transit* prior to the event.
- ❑ Prominent branding on relevant invitations.

INDIVIDUAL TABLES AND GUEST PLACES


- ❑ There is an early booking discount of £1800 for tables of 10 people until 25 March 2011, thereafter price will be £2250 per table of 10.
- ❑ Individual places are £200 if booked before 25 March 2011, thereafter £250.



(ALL PRICES ARE EXCLUSIVE OF UK VAT)

For sponsorship opportunities or booking details, please contact Andy Adams +44 (0)1832 281135 / andy@lrtap.com or Matt Johnston +44 (0)1832 281130 / matthew.johnston@lrtap.com



In association with:
First  Tram Operations

SEMINAR OPPORTUNITIES

While you have over 200 guests in the UK capital, the Light Rail Awards offers an excellent opportunity for you to run a personalised, targeted seminar either pre- or post-Awards.

This is a perfect platform to promote your product or services, target a particular topic of relevance to the industry, or just gather the UK's key decision-makers in one place.

We will work closely with you to ensure your target audience attends and is receptive to your presentation.

Should you choose this option, the benefits include:

- Personalised, branded invitations for delegates
- Distribution of literature at the Light Rail Awards 2011.
- A stand at the Awards.
- Light refreshments during the seminar.
- A table of 10 at the Awards (additional tables of 10 can also be secured at the discounted rate of £1750).
- Staff on hand to assist during your seminar/presentation.
- Additional delegates £55 per delegate / £200 if attending the awards

£POA

For more information about the Light Rail Awards or any of the sponsorship packages, booking details, or to see how the Light Rail Awards 2011 can work best for you, please contact either Andy Adams +44 (0)1832 281135 or andy@lrtap.com or Matt Johnston +44 (0)1832 281130 or matthew.johnston@lrtap.com