



**CIM Kent Branch speaker  
and promotional opportunities**

**April 2008**

[www.cimkent.co.uk](http://www.cimkent.co.uk)

## CIM Kent Branch speaker and promotional opportunities

An exciting opportunity to reach CIM members and growing businesses in the South East.

### Speaker opportunities

We welcome individuals and/or marketing suppliers to speak to members with case studies or new techniques. Please contact **Ian Lockyer (Kent CIM Branch Chairman)** at [ian@cimkent.co.uk](mailto:ian@cimkent.co.uk) for further information.

### Promotional opportunities 2008

The CIM Kent branch offers a popular programme of leading speakers and events. The branch has over 750 members drawn from small and medium enterprises to blue chip organisations.

### Media opportunities

If you would like to raise your profile, grow your business or make new connections, an advertisement with CIM Kent branch may be the ideal route.

Title	Opportunities	Fee ex VAT
Banner advertisements on CIM Kent Branch website	1x banner advertisement	£50 per ad for eight weeks exposure
Advertisement in CIM Kent Branch newsletter	1 x insertion – quarter page advertisement 1x insertion – single column x 10mm	£250 per ad £100 per ad
Company showcase on CIM Kent Branch website	500 words editorial, company logo - focus on a recent campaign success story showing marketing excellence in practice. The company showcases rotate quarterly.	£250 for each showcase per quarter
Mailing inserts	To include 1x A4 marketing materials to be sent to all Branch members	£450 per mailing to members

### Something we haven't covered?

CIM Kent can create packages on request – please email [sponsorship@cimkent.co.uk](mailto:sponsorship@cimkent.co.uk) for further information.

**Overleaf there are opportunities for Marketing Services Partners.**

## Marketing services partners

The benefits of becoming a marketing services partner with the CIM Kent branch are that each partner would receive:

- 2 free places at all CIM Kent Branch events;
- 250 words on the CIM Kent Branch website about your company/organisation, including your logo and website address;
- 1 x banner advert on Kent CIM Website
- 1 x logo on all printed material
- Opportunity to display company marketing materials at each event
- 250 words editorial in the CIM Kent branch newsletter, including your logo and website address.

Title	Opportunities	Fee
Design sponsor	The sponsor manages the event leaflet design and publication process, providing timely updated content for each event to the printer.	No charge
Mailing house sponsor	The sponsor covers the cost of inserting/distributing the mailing contents (usually an A4 event leaflet, letter and inserts) relating to the 2008 programme.	No charge
Printing sponsor	The sponsor will cover the cost of printing up to 1,000 leaflets or flyers up to A4 in size for each event in the programme and delivers them to the mailing house for distribution.	No charge

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## CIM Kent Sponsorship booking form

### Terms and conditions

1. Please complete and email the booking form to [sponsorship@cimkent.co.uk](mailto:sponsorship@cimkent.co.uk).
2. It is the advertisers' responsibility to provide all design in a compatible electronic format by email. Technical information will be provided on request.
3. All prices are subject to VAT.
4. Cheques should be made payable to the Chartered Institute of Marketing (Kent Branch). Payment must be made in advance.

I would like to book the following with CIM Kent Branch:

Company / organisation information	Please complete in capital letters
Promotional opportunity you wish to book, please provide details:	
Fee amount	£
Contact name:	
Job title:	
Order number / reference:	
Company name (to be displayed at the event and for invoicing purposes):	
Company address:	
Telephone number	
Email address:	
Signature:	
Date:	