



Association of Directors of
Environment, Economy, Planning & Transport

EVENT SPONSORSHIP OPPORTUNITY

ADEPT Annual Awards Dinner 2020

- Date/time:* 19:00-23:00, Thursday 21st May 2020
- Venues:* One Whitehall Place, London
- Guests:* 'Place' Directors from local authorities across England, along with directors of Local Enterprise Partnerships (LEPs), corporate partners drawn from key service sectors, professional bodies and civil servants.
- Format:* Annual Dinner: formal dinner (evening attire) & presentation of the President's Annual Awards

Sponsorship opportunities¹

1. Dinner £9,000

- Your banner stands and marketing literature displayed prominently in the Reading & Writing Room
- Your company name and logo on all marketing literature
- Your company profile / A5 full colour advertisement in the dinner menu booklet
- Inclusion in the social media marketing campaign
- Company name, logo and details on the Sponsors page of the ADEPT website
- Advance notice of guest lists and influence over seating plan
- Six complimentary places at the dinner
- Additional tickets at the preferential ADEPT member rate
- Opportunity to propose a toast / address the guests
- Opportunity to supply a branded table gift and/or provide business cards/marketing literature for each place setting

2. Award sponsor £5,000 (x 3)

- Your company name featured in the title of chosen award
- Your company name featured on the winner's trophy for your chosen award
- Opportunity to be part of the judging panel
- Opportunity to present your chosen award
- Inclusion in the social media marketing campaign
- Promotion of your company in the award winners media release
- Company name, logo and details on the Sponsors page of the ADEPT website
- Thanks from the President during his address

¹ All prices exclude VAT

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- Two complimentary places at the dinner
- Additional tickets at the preferential ADEPT member rate

There are three President's Award categories (see Appendix 1 for more detail):

- *Delivering clean growth **No longer available***
- *Digital innovation & technology **No longer available***
- *Shaping places for people*

3. Drinks Reception £4,000 **No longer available**

- Your banner stands and marketing literature displayed prominently
- Your company name and logo on all marketing literature and dinner menu booklet
- Inclusion in the social media marketing campaign
- Company name, logo and details on the Sponsors page of the ADEPT website
- Thanks from the President during his address
- Advance notice of guest lists and introductions made where practical
- Your team invited to meet and greet all guests on arrival with ADEPT representatives
- Two complimentary places at the dinner
- Additional tickets at the preferential ADEPT member rate

4. Associate Sponsor £2,500

- Your company name and logo on all marketing literature and dinner menu booklet
- Inclusion in the social media marketing campaign
- Company name, logo and details on the Sponsors page of the ADEPT website
- Thanks from the President during his address
- One complimentary place at the dinner
- Additional tickets available at the preferential ADEPT member rate

Custom Packages: POA

- Please call to discuss a bespoke package.

Sponsorship opportunities are available singularly or collectively and are awarded on a first-come, first-served basis. If you wish to discuss a custom-package please contact Hannah Bartram at ADEPT (hannah.bartram@eastsussex.gov.uk) or Alison Shea at AlderCross Training & Events (alison@aldercross.com).

Appendix 1

ANNUAL DINNER 2020 PRESIDENT'S AWARDS' CATEGORIES

Category 1: Delivering clean growth **no longer available**

Councils have a major role to play in the growth agenda, both as a business themselves, but also in their role as promoters of economic growth in their areas and in partnership with Local Enterprise Partnerships (LEPs). This award is intended to highlight where those councils have gone beyond traditional roles to promote Clean Growth, in line with the Government's strategies on Clean Growth, Road to Zero and Clean Air. This can relate to delivery of services and infrastructure – housing, transport, waste, economic development, planning and growth or how it operates as a business – estate improvements, staff policies, commissioning and procurement, fleet.

Winners will need to demonstrate wider benefits: working across departments and councils and with employees; working in partnership with other parts of the public sector such as LEPs, businesses and investors delivering multiple outcomes through combining resources.

Submissions should focus on how the council is:

- delivering clean growth, not just now but into the future – demonstrating ambition and vision, anticipating future challenges and future proofing growth
- working across boundaries and with different partners to achieve long lasting clean growth
- proactively engaging with business to tackle problems and find solutions, stimulating the clean growth sector at the same time
- taking a one public sector approach to drive change
- going beyond the 3-5 year budget cycle to prepare for future challenges

Category 2: Digital innovation / technology **no longer available**

ADEPT, its partners and central government have a shared ambition to create SMART Places, where digital innovation and innovative approaches are adopted to shape places that are sustainable, resilient, accessible, and promote well-being. Adopting SMART approaches has the potential to be a game changer to the delivery of strategic outcomes and, at the same time improving efficiency and effectiveness whilst reducing costs across the public sector.

Judges will be looking for evidence of:

- Successful digital innovation and the imaginative use of new technology
- A service or project that has delivered improved outcomes for users
- The transformation of a service, department or organisation.

Category 3: Shaping places for people

The wider determinants of health are the social, economic and environmental conditions in which people live. This award is to celebrate collaboration in the delivery of programmes and services that improve outcomes for people across the preventative health and social care agendas. Led by place services, projects can include green spaces, leisure, fitness and active travel, strategic planning and healthy (warm) housing. Entries will be judged on the innovation of their submission, the extent of collaboration and a whole systems approach with other services, local authorities, partners and contractors. Also, the extent to which projects have improved the outcomes for residents and communities, and for health and care services.

Award entries will be judged on:

- The extent to which the council's work was an innovative response to a significant concern.
- The quality of the outcomes obtained from the project, for instance in improved or more efficient services.
- The level of collaboration between place services and people services, both within the council and with external partners and providers.
- Evidence of buy-in to the project or its goals from members of the local community, health and social care and external organisations.