



CORPORATE SPONSORSHIP POLICY

The Military Vehicle Trust (MVT) is established for the public benefit and to advance the education of the public without distinction of ability, gender, sexual orientation, race or political, religious or other opinions. The charity's objects are specifically restricted to the following:

- The Trust is established for the purpose of restoring and preserving military vehicles of historical interest and the preservation of books, drawings, records, documents, sound and visual recordings, films, photographs and other media and ephemera relating to such vehicles, their history and development, and promoting and encouraging the same aim in others.

In furtherance of the above objects but not otherwise the directors shall have the power to:

- To organise, sponsor and support military vehicle and such other shows and events and encourage the appearance of historic military vehicles at public events and shows for the provision and stimulation of information, education and interest in such vehicles.

Corporate sponsorship

If your organisation is committed to supporting charities and voluntary organisations, consider partnering with the MVT as a corporate sponsor. You can find out more about how your organisation could benefit by contacting the General Secretary by calling 0333 321 8977 and selecting option 2 to leave a message, or by email to: gensec@mvt.org.uk

Sponsoring the MVT

The MVT sponsorship opportunities including tailored communications packages, sponsorship of an event, and sponsorship of a publication.

As a corporate sponsor you can help the MVT increase our effectiveness and efficiency in achieving our mission, "**keeping our mechanical veterans alive**" which is achieved by increasing individual and collective knowledge and understanding of military vehicles and artefacts through networking and education of members of the MVT and the public. We work with partners to develop a tailored sponsorship opportunity to fit your needs and budget.

Sponsorship opportunities with the MVT include:

- Tailored communications packages.
- Sponsorship of an event.
- Sponsorship of a publication.

Tailored communications packages

The MVT offers its corporate partners and sponsors a range of tailored communications packages. These include:

- Acknowledgement in MVT's membership briefings (sent to 5600+ named individuals) and our award winning magazine, "Windscreen", which is published six times a year.
- Promotion via MVT's website.
- Opportunities to carry out joint press work with MVT's Media Officer.

Sponsorship of an event

The MVT has a busy events calendar, which includes a number of ‘must attend’ dates for military vehicle enthusiasts. These include:

- MVT’s Annual General Meeting attended by our senior decision takers, officers, members and volunteers.
- Various meetings, events and shows that take place across the country. The MVT has 36 active Areas in the UK.

Benefits of sponsoring an MVT event include:

- The opportunity to demonstrate your company’s commitment to and engagement with our charity and the voluntary sector.
- A speaking opportunity – a plenary welcome address at our conference, for example.
- Extensive and high profile branding on all promotion of the event, including printed brochures, web and email communications.
- Branding on the day of an event including inserts in delegate packs, signage, banners and holding slides.
- Recognition of your support in our communications channels including our website, members’ newsletter and our award-winning magazine, “Windscreen”, which is published six times a year.
- Guest places at some events enabling you to invite key customers and partners.

Sponsorship of a publication

The MVT produces its “Windscreen” magazine six times a year as well as research and market intelligence.

Benefits of sponsoring an MVT publication include:

- A prominent logo on the cover of the publication.
- Delivery of an agreed number of publications to your key contacts.
- Acknowledgement on our email, web and printed marketing and promotional materials.
- Foreword – a page may be available for a sponsor’s introduction.

Corporate sponsorship fees

Your organisations annual turnover	Annual Fee	Fee if paying by direct debit
Up to £100k	£206	£196
£100k - £250k	£361	£340
£250k - £500k	£515	£489
£500k - £5m	£876	£829
£5m - £50m	£1,545	£1,468
£50m+	£2,575	£2,446
Other charities with a turnover of less than £100k	£103	£98

All fees are plus VAT.