



Sponsorship Prospectus



Your opportunity to be a part of the biggest event in heritage rail ...



About the HRA Annual Awards



The HRA Awards are the ‘Oscars’ ceremony of heritage rail where our prestigious membership of some 250 railway professionals come together to honour the outstanding achievement of the UK heritage railways, tramways, cliff railways, associated groups and individuals.

Featuring welcome drinks, a fabulous three-course meal, a guest speaker and up to 16 prestigious awards to the brightest and best that heritage rail has to offer, the HRA Annual Awards is rightly recognised as the biggest and most important event of the year. Attendees read like a ‘Who’s Who’ list for heritage rail including senior leadership, managers, staff and volunteers. It’s also a terrific opportunity to network, meet old friends, make new ones, and simply be bowled over by some of the best of the great work that the heritage rail sector does.

Call Linda to book now on 0779 6322 463
or email: linda.roberts@hra.uk.com



Why sponsor the HRA Annual Awards?

Sponsoring the Heritage Railway Association Annual Awards is a great opportunity for your business to be a part of the biggest and most important event in the heritage railway world.

Sponsorship is one of the most cost-effective methods of marketing your business.

- Increase your company profile in UK heritage rail
- Promote your brand to decision makers
- Generate new leads
- Social networking
- Extensive media/press prominence
- Logos on all material.

The Heritage Railway Association Annual Awards, 2024, take place in Brighton on Saturday, 10 February with guest speakers, networking opportunities and a gala dinner.

As part of a sponsorship package, key personnel from your business will be in the room with the leading lights of the heritage rail industry.

- Highly focused lead generation opportunities
- Networking opportunities with industry decision makers
- Highly targeted marketing to a captive audience
- Build new, and strengthen existing, relationships
- Increase company profile and enhance credibility.



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HRA Annual Awards audience profile



From strategic thinkers, to some of the most famous ‘do-ers’ in the business, the Heritage Railway Association Annual Awards brings them all together in one place.

The HRA Annual Awards is held to recognise the commitment, skill and dedication given by the volunteers, staff and supporters who have continued to rescue, restore, maintain and operate railway vehicles, infrastructure and artefacts for the current and future generations to enjoy and learn from. The event will bring together some 250 heritage railway professionals and decision makers from across the UK to mark and celebrate the best of our sector.

At the event, you’ll find:

- Directors
- General Managers
- Accomplished achievers
- Rising stars
- Decision makers
- Key influencers
- Journalists
- Volunteers
- Paid staff
- Subject experts

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PLATINUM Headline Sponsor

£5,250 plus VAT



As the Platinum Headline Sponsor you will enjoy presence throughout each element of the HRA Annual Awards 2024.

Event headline sponsor branding, including logo, to be used on all pre- and post-event promotional material – including the Awards pages on the HRA website, event publicity material, news releases and mail-outs.

Your organisation sponsor wording to be (subject to final agreement): 'The HRA 2023 Annual Awards ... Sponsored by xxx'

Ten complimentary tickets for the Awards Dinner and presentations on the evening of Saturday, 10 February 2024

Sponsorship of the prestigious 'Railway of the Year' Award category including the opportunity to present the Award on stage.

Full page advertisement in the Awards programme worth £250.

Space for four pop-up banners at the Awards Dinner and Presentations – two located at the event arrival and

greeting point, and two within the hall in which the awards take place.

Headline sponsor credit on the Awards stage set.

Oral headline sponsor credits via the Awards compere.

Two 'delegate bag' inserts.

One full page advert in our members magazine HRA News Spring 2024 edition. (HRA News has a readership of c. 8,000 comprising senior decision-makers, staff, volunteers, directors, trustees and industry professionals).

Acknowledgement on all HRA social media channels.



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GOLD Award Category Sponsor

£1,250 plus VAT



Recognising the commitment, skills and dedication given by volunteers, staff and supporters, sponsoring an award category is an excellent way to show your support for the industry while raising your company's profile.

Sponsor branding, including logo, to be used on pre- and post-event promotional material – including the Awards pages on the HRA website, news releases and mail-outs.

Your organisation sponsor wording to be (subject to final agreement): 'The HRA xxx Award ... supported and sponsored by xxx.'

Two complimentary tickets for the Awards Dinner and Presentations on the evening of Saturday 10 February 2024.

Sponsor credit in the Awards programme and sponsor credit displayed on-screen during the award ceremony for the relevant category.

Opportunity to present the award on stage.

Oral sponsor credit via the Awards compere.

One 'delegate bag' insert.

Acknowledgement on all HRA social media channels.

Opportunity for a full-page advertisement in the programme booklet at 50% of full price.

Your choice of the following award categories to sponsor:

- The HRA Team of the Year
- The Morgan Award for Rolling Stock Preservation
- The Coiley Steam Locomotive Engineering Award
- The HRA Infrastructure Award
- The HRA Award for Diesel and Electric Locomotion
- The HRA Award for Environmental Innovation
- The HRA Award for Business Innovation and Customer Experience
- The HRA Award for Marketing and Communications
- The HRA Rising Star Award.

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SILVER Sponsorship packages

£900 each plus VAT



Delegate bag sponsor

Branded with your company logo and advertising message, the delegate bag is a highly effective method of distributing branded products to your target audience. Every guest will receive a complimentary, quality delegate bag with shoulder strap on the back of their chair.

Sponsors' logo (from supplied artwork) with sponsor credit on one side of each bag. (The other side will display the HRA logo and event title).

Sponsor credit in the Awards programme and sponsor credit displayed on-screen during the award ceremony.

Oral sponsor credit via the awards compere

One delegate bag insert

Acknowledgement on all HRA social media channels.

Awards Dinner Table Flowers

Each table at the Awards Ceremony will be decorated with a stunning central flower display. This is a highly visible way to show your support for the HRA Annual Awards and to get your logo noticed.

Awards Dinner Wine

Each table will have complimentary bottles of wine. Your organisation can gain enormous credit from supplying wine to support the Annual Awards.

For sponsors, the named sponsor logo (from supplied artwork) with sponsor credit will be displayed on each table.

Named sponsor credit in the awards programme and sponsor credit displayed on-screen during the award ceremony.

Oral sponsor credit via the awards compere.

One delegate bag insert.

Acknowledgements on all HRA social media channels.



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BRONZE Sponsorship packages

From £130 each plus VAT



Awards programme sponsor advertisement, full page or half page; £130 or £250 respectively.

Our full colour, printed awards programme and information booklet will be distributed to every attendee.

Half-page

Sponsor a full colour half- page advertisement of your design at £130. Your complete sponsor artwork plus logo to be supplied by sponsor. Dimensions are, landscape orientation, 210mm x 148mm with a 2mm bleed to all sides.

Full-page

Sponsor a full colour full-page advertisement at £250 of your design. Your complete advert artwork plus logo to be supplied by sponsor. Dimensions are, portrait orientation, 210mm x 297mm with a 2mm bleed to all sides.



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