



**HEAVY
LIFT
AWARDS
2019**

ANTWERP
October 15, 2019

Brought to you by:



SPONSORSHIP PACK



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2019**

October 15, 2019 | Hilton Old Town, Antwerp

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HEAVY LIFT
& PROJECT FORWARDING INTERNATIONAL

ABOUT THE AWARDS

As the leading publication reporting on the heavy lift, breakbulk and project cargo sector, Heavy Lift and Project Forwarding International (HLPFI) has established the Heavy Lift Awards to recognise and reward excellence in complex logistics, transport and engineering projects around the world.

HLPFI's Heavy Lift Awards are designed to celebrate the many individuals and companies whose vision, innovation and commitment helps to shape this vibrant business.

With a gala dinner at a celebrity-hosted awards ceremony, followed by an after-show party and entertainment, the Heavy Lift Awards provides the perfect opportunity to reward the hard work of a team or to host clients.



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CATEGORIES

- Project logistics services provider of the year
- Shipping line of the year
- Airfreight solution of the year
- Overland transport provider of the year
- Port/terminal operator of the year
- Excellence in engineering
- Forwarder network of the year
- Safety award
- Training award
- Environment award
- Equipment innovation award
- Lifetime achievement award



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WHY SPONSOR THE HEAVY LIFT AWARDS?

EXPOSURE AND PROFILE

Benefit from high-profile brand positioning to an audience of decision makers.

BRAND REACH

Through an extensive communications programme, social media and digital marketing.

BRAND REINFORCEMENT

Create new business opportunities through extensive brand exposure to current and potential clients.

REPUTATION BUILDING

Align your brand with the Heavy Lift Awards and be seen as industry suppliers or employers of choice.

THOUGHT LEADERSHIP

Gain insight and intelligence by taking your place on our judging panel alongside other industry experts.

CATEGORY SPONSORSHIP PACKAGE

- One table at the event to include drinks reception, gala dinner and entertainment
- Full-page advertisement and one-page profile in event programme
- Sponsor's logo on all literature and advertising campaigns produced by HLPFI in association with the event, including weekly newsletters and magazines
- Sponsor's name and logo appearing as part of audio visual presentation on stage at the event
- Opportunity for sponsor representative to take part in judging panel
- Opportunity for sponsor representative to present award to winner of category
- Opportunity to purchase additional tables at a 10 percent discount on standard price
- Logo and 100-word profile on Heavy Lift Awards website
- Customised mailshot from sponsor to HLPFI's distribution list
- Social media coverage of the awards with links to sponsor's website



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CATEGORY SPONSORSHIP

Promotion of the Heavy Lift Awards will be split into five campaign phases, giving sponsors maximum visibility for their brand and profile:

- **PHASE 1** - Awards launch
- **PHASE 2** - Entry generation
- **PHASE 3** - Table sales promotion
- **PHASE 4** - Awards night
- **PHASE 5** - Post awards coverage

CATEGORY SPONSORSHIP

PHASE 1 - AWARDS LAUNCH

- Launch of categories on www.heavyliftawards.com
- Promotion of Heavy Lift Awards in HLPFI magazine and on www.heavyliftpfi.com
- Heavy Lift Awards press releases
- Sponsor's profile on www.heavyliftawards.com
- Emails to HLPFI database carrying sponsor's logo

PHASE 2 - CALL TO ENTRY

- Emails to HLPFI database calling for entries carrying all sponsor logos
- Sponsor supplied with official Heavy Lift Awards 2019 sponsor logo to include in their own marketing materials
- Sponsor supplied with electronic version of entry form to encourage client entries

CATEGORY SPONSORSHIP

PHASE 3 - TABLE SALES PROMOTION

- Sponsor logos to appear on announcements on all marketing activity promoting table sales
- Sponsor branding to appear on emails sent out to HLPFI database
- Sponsor supplied with names of companies shortlisted in sponsored category

PHASE 4 - AWARDS NIGHT

- Sponsor logo to appear on awards invitations
- One premium table for ten people
- Reduced rate for extra tables purchased
- Sponsor advertising in programme
- Sponsor logo to appear throughout night on screens and signage
- Award to be presented by sponsor representative
- Sponsor logo to appear on award



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CATEGORY SPONSORSHIP

PHASE 5 - POST AWARDS

- Full write-up about ceremony with photos from night in a special supplement of HLPFI magazine, on www.heavyliftpfi.com and on www.heavyliftawards.com
- Email sent to HLPFI database announcing winners with sponsor logos included
- Social media coverage of winners and sponsors during and after the event
- Sponsor names to appear in press release after the event

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OTHER OPPORTUNITIES

We have many other sponsorship opportunities all aimed at promoting your brand before, during and after the night.

These include but are not limited to:

- Drinks reception sponsor
- After-party sponsor
- Guestlist sponsor
- Entertainment sponsor
- Gift sponsor

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To find out more about sponsoring the Heavy Lift Awards, please contact:

Annie Roberts

Commercial Manager, HLPFI

+44 (0) 208 289 2362 | +44 (0) 7789 192 036

ar@heavyliftpfi.com

@HeavyLiftAwards

www.heavyliftawards.com

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