



Sponsorship Prospectus 2026

RHA: Driving Business on Our Roads – Together.

“Everything we do is shaped by what our members need. That’s why our partnerships are built to last — grounded in relevance, trust and shared purpose.”

— Richard Smith, Managing Director, RHA

Contents

Foreword	5
Why Partner with the RHA?	6
Framework, Reach and Impact	7
Forum for the Future	10
National Lorry Week	12
National Coach Week	14
Member Briefings (Spring – Autumn)	16
Haulage Cost Movement Report	17
RHA Pay Report	19
Simulator Van (Diesel & EV)	20
RHA Webinars	21
Roundtables & Networking	22
RHA Golf Day	23
Northern Dinner Dance 2026	24
RHA Training Prospectus 2026	25
Additional Sponsorship Opportunities	26
Join as an RHA Associate Member	28
Gold Associate Membership	29
Silver Associate Membership	30
Bronze Associate Membership	31



Foreword

At the RHA, we're proud to be the largest dedicated trade association in the UK for the haulage, logistics, coach and van sectors – and proud to stand alongside our partners who share our commitment to supporting the people and businesses who keep the UK moving.

Sponsoring an RHA event or campaign means more than placing a logo. It's about being part of something bigger – a respected, trusted network that influences government, raises industry standards, and connects people across the road haulage, van and coach sectors.

Everything we do is shaped by what our members need. That's why our partnerships are built to last – grounded in relevance, trust and shared purpose.

We'd love to welcome you to our community.



Richard Smith

Managing Director, RHA

Why Partner with the RHA?

Our events aren't just gatherings. They're where business gets done. Where partnerships are made. Where industry comes together to share ideas, shape policy, and build momentum for the future. When you partner with the RHA, you're joining a movement with impact.

You're aligning with a respected national voice

We represent over 8,500 member businesses operating more than 250,000 commercial vehicles. From one-man bands to the biggest names in logistics, our community is trusted, active, and engaged.

You're gaining access to a highly targeted audience

Our members span road freight, vans, and coaches — from local operators to international fleets. We know who they are, what they care about, and how to connect with them.

You're part of something with purpose

We campaign on the real issues: Skills. Infrastructure. Environmental goals. International trade. Policy and regulation. And we back this up with data, insight and experience.

You're investing in something that lasts

Our relationships don't begin and end with an invoice. Sponsors and associate members tell us they gain not just visibility, but credibility, connection, and long-term value. Whether it's on stage, in a briefing room, or across our platforms, your voice is heard alongside the sector's most trusted name.

You're making your brand matter

Whether you're looking to grow your customer base, influence decision-makers, or simply give something back to the industry — our packages help you do it with purpose. RHA events and publications are respected, relevant, and widely read.

Built Around a Clear Framework

Everything we do is shaped by what our members and the industry need. And we use a clear structure to keep us accountable:

Six Strategic Pillars

The foundations of how we work

- People
- Finance
- Business growth
- Brand and campaigning
- Public affairs and policy
- Membership

Six Policy Priorities

The issues we're campaigning on, day in, day out

- Skills
- Facilities
- Environment
- International
- Costs and regulation
- Infrastructure

Six Core Values

The principles that guide us

- Collaborative
- Supportive
- Trusted partner
- Knowledgeable
- Quality
- Relevance

(Relevance is especially important today — everything we do must make a difference in the real world.)

Our Reach & Impact

Our platforms and events give you direct access to the people shaping the future of road transport. When you partner with us, you're seen by the right people — in the right way — at the right time.

8,500+

member businesses

33 million+

annual reach across print, digital and live events

4 million+

media views during campaign peaks throughout the year

275,000+

HGVs, vans and coaches on UK roads

10,000+

event attendees per year

3,000+

new followers gained from our most recent major campaigns



Be Part of Something Bigger

Two ways to join us — and shape the future of road transport and your business.

There are two routes into the RHA community:

■ Sponsor a flagship event or campaign

Ideal for organisations looking to boost visibility, reach key audiences, and align with the issues that matter most to our sector.

■ Join as an Associate Member

A fully immersive partnership with year-round opportunities, tailored packages, and deeper strategic alignment across multiple touchpoints. We offer a range of associate membership levels to suit your goals. Details are towards the end of this document.

Whichever route you choose, we'll work with you to create a package that delivers real value for your business — and puts you at the heart of our trusted, respected community.

Here are just a few of the high-profile campaigns and events you can be part of:

RHA Future Forum

17 September | The VOX, NEC Birmingham

Our flagship thought leadership event – shaping the future of road transport.

Held at the prestigious VOX Venue on the NEC campus, the RHA Future Forum is the RHA's leading platform for innovation, insight and strategic networking.

This high-profile event attracts over 500 senior decision-makers from across the HGV, van and coach sectors – bringing together leaders, innovators, and policy influencers for a day of powerful conversation, practical takeaways, and future-facing panels.

Topics include:

- Skills and workforce development
- Technology, AI, and automation
- Sustainability and alternative fuels
- Business growth and resilience
- Sector diversity and inclusion

With a packed exhibition breakout area, compelling speaker sessions, and multiple networking opportunities, this is the must-attend event for those shaping the future of our industry.

Sponsorship Opportunities

Headline Sponsor

Demonstrate your leadership and commitment to the sector by taking centre stage.

Includes:

- "In association with" naming rights (e.g. Forum for the Future in association with [Your Brand])
- Sponsorship of a key session, with product placement and brand reference
- Logo on all event collateral as headline sponsor
- Large logo on presentation screens
- Tabletop display in the breakout exhibition area
- Up to 6 pull-up banners in the event area (supplied by sponsor)
- Logo on brand wall
- Item inserted into delegate bags
- Full-page advert in printed and digital event guide
- Pre-event editorial and DPS follow-up feature in Roadway magazine
- Additional full-page advert in Roadway magazine

£20,000 + VAT

Associate Sponsor

Align your brand with a premium event and engage directly with senior industry stakeholders.

Includes:

- Logo on all collateral as associate sponsor
- Logo on presentation screens
- Tabletop display in exhibition area
- Up to 2 pull up banners (supplied by sponsor)
- Item inserted into delegate bags
- Full-page advert in printed and digital event guide
- Pre-event editorial and full-page display advert in Roadway magazine

£7,500 + VAT

Session Sponsor

Sponsor one of the day's core sessions – focused on the industry's most pressing themes.

Includes:

- Session billed as "in association with [Your Brand]"
- Logo on session screens and brand wall
- Tabletop display and up to 4 pull-up banners
- Post-session email to attendees (sent by RHA)
- Item inserted into delegate bags
- Pre-event editorial and full-page advert in Roadway magazine
- Advert in event guide

£10,000 + VAT (per session)

Activation and Hospitality Packages

Breakfast Sponsor £5,000 + VAT

Put your brand front and centre at the welcome reception – where first impressions are made.

- Logo on screen and brand wall
- Up to 4 pull up banners (supplied by sponsor)
- Item in delegate bags
- Advert in printed/digital event guide
- Full-page advert in Roadway
- Tabletop display

Breakout Coffee Sponsor £5,000 + VAT

Sponsor our coffee areas and connect with delegates during key networking breaks.

- Logo on screen and brand wall
- Up to 4 pull up banners (supplied by sponsor)
- Item in delegate bags
- Advert in printed/digital event guide
- Full-page advert in Roadway
- Tabletop display

Lunch Sponsor £5,000 + VAT

Associate your brand with the day's central networking hub.

- Logo on screen and brand wall
- Up to 4 pull up banners (supplied by sponsor)
- Item in delegate bags
- Advert in printed/digital event guide
- Full-page advert in Roadway
- Tabletop display

Hydration Station Sponsor £5,000 + VAT

Promote your brand at branded water stations across the venue.

- Branding at hydration points
- Opportunity to supply branded cups or bottles
- Up to 4 pull up banners (supplied by sponsor)
- Item in delegate bags
- Advert in printed/digital event guide
- Full-page advert in Roadway
- Tabletop display

Engagement Add-Ons

Tabletop Display Space £3,000 + VAT

Showcase your product or service across three dedicated networking sessions.

- Display table with cloth
- Space for 2 pull-up banners
- Power supplied
- Includes 2 delegate passes

After-Event Drinks Reception £5,000 + VAT

Network with delegates in a relaxed post-event setting – and leave a lasting impression.

- Logo on networking area screens
- Up to 4 pull up banners (supplied by sponsor)
- Item in delegate bags
- Advert in printed/digital event guide
- Pre-event editorial and full-page advert in Roadway
- Tabletop display

Event Guide Advertising £750 + VAT (per page)

Reach all attendees in the printed guide – and in our post-event email to members.

- Full-page display advert in guide
- Distributed in print and digitally to all attendees and members



National Lorry Week

Our bi-annual flagship, public-facing campaign – now in its 12th year.

National Lorry Week is the UK's biggest celebration of the commercial vehicle industry. Taking place across late October and early November, it shines a national spotlight on the people and businesses that keep the country moving – from drivers and depot staff to planners, technicians and apprentices.

Backed by national and regional media coverage, high-impact video content, and standout social engagement, the campaign reaches millions across the UK.

Through school visits, safety demonstrations, simulator training, public events, and storytelling content, National Lorry Week champions the sector's essential role in daily life and promotes careers in logistics to the next generation.

With consistently strong engagement across all channels – including X, LinkedIn, Instagram, Facebook, TikTok and YouTube – and extensive coverage from local and national news outlets, this is our highest profile campaign and a powerful platform for partner brands.

4 million+
online impressions

1.2 million+
press views

Media coverage
Featured on the radio and TV
(dependent on the news cycle)

Local events, branded trucks,
social media and more

Perfect for high-visibility
brand association.

Sponsor package includes:

- Seven weeks of campaign activity
- Sponsor logo on 50+ trailer back doors wrapped across the UK
- Logo on all internal and external advertising
- Logo on all internal and external marketing collateral
- Logo featured on the standalone National Lorry Week website
- Inclusion on the industry-facing NLW webpage
- Logo on all NLW social media posts
- Logo on all downloadable campaign packs for members
- 2x full-page advert/advertorials in Roadway magazine
- 1x feature page in Roadway magazine
- Coverage in both industry and mainstream press

£5,000 + VAT for core sponsorship



National Lorry Week



National Coach Week

From policy panels to public activations, National Coach Week shines a light on the people and businesses behind the passenger journeys that matter most.

2026 marks the fifth anniversary of National Coach Week – an established, forward-looking bi-annual campaign that celebrates innovation, professionalism, and the essential role the coach sector plays in connecting communities across the UK.

Born from the success of National Lorry Week, this week-long celebration combines in-person events, high-impact digital storytelling, and direct public engagement – putting your brand at the heart of a movement that champions sustainable, inclusive, and accessible travel.

The campaign also reflects the strength of the RHA Coach community itself. In our recent five-year member survey, 93% of RHA Coach members said they were satisfied or very satisfied with their membership, praising our industry representation, timely updates, and trusted support. That commitment to quality and connection runs through everything we do – and through National Coach Week, we invite our partners to share in that success.

Our RHA Simulator Van will once again take to the road, promoting careers and showcasing the next generation of coach professionals – inspiring the public and reinforcing the industry’s role in driving opportunity, tourism, and local economies nationwide.

Core Sponsor package includes:

- Logo on all internal and external advertising
- Logo featured in the National Coach Week area of the RHA website
- Logo on all social media posts
- Logo on all downloadable packs for members
- 1x full-page advert/advertorial in Roadway magazine
- 1x feature page in Roadway magazine
- Coverage in both industry and mainstream press
- Attendance at member events (where suitable)
- Attendance at public events with gazebo and merchandise (where suitable)

£3,000 + VAT for core sponsorship

National
Coach
Week

20
25





Member Briefings (Spring – Autumn)

40+ live events across the UK, attended by thousands of members. Ideal for brand presence, knowledge sharing, and face-to-face networking.

These events are a key fixture in our members’ calendars — held twice a year, in Spring and Autumn. With over 4,000 attendees across 40+ locations, our briefings offer high-impact opportunities to connect directly with RHA members, share insights, and build lasting brand recognition. A great option for organisations looking to build regional visibility and connect with members at scale.

Headline Sponsorship Package

- 20-minute knowledge-based presentation at all events
- Tabletop display space at all venues
- Promoted as Headline Sponsor across materials
- 1x editorial feature in Roadway magazine
- 2x full-page adverts in Roadway magazine
- 4 weeks of digital banners on Roadway Update (our weekly e-newsletter)
- Logo on event presentations
- Logo on all event invitations to members

£17,500 + VAT for Spring OR Autumn briefings

Associate Sponsorship Package

- Tabletop display at all or most events
- Promoted as Associate Sponsor
- 1x editorial feature in Roadway magazine
- 1x full-page advert in Roadway magazine
- 2 weeks of digital banners on Roadway Update (e-newsletter)
- Logo on event presentations
- Logo on all event invitations to members

£7,500 + VAT for Spring OR Autumn briefings

Tabletop Display – Individual Events

- Perfect for regional teams or tactical networking in key locations
- Includes space for two small pull-up banners, promotional material, and/or branded merchandise
- Excellent networking opportunities before, during (midpoint), and after each session
- This is a simple and effective way to meet members face-to-face and raise awareness of your offer at a local level

£300 + VAT per table, per event



■ Haulage Cost Movement Report

Our annual Road Haulage Cost Movement Report helps members – and their customers – understand key trends shaping the sector. It highlights cost pressures, explains changes, and provides forward-looking insight based on average movements gathered from our annual member survey.

The RHA represents over 8,500 road haulage businesses, from owner-operators and SMEs to 90% of the largest logistics companies in the UK. As the sector responsible for moving 90% of the UK economy, this is a powerful opportunity for brand alignment.

Headline Sponsorship Package

- Logo on front cover of the report
- Full-page adverts inside the front and back covers
- Logo on back cover of the report
- Full-page advert in Roadway magazine
- Logo on social media posts promoting the report
- Direct links from the RHA website page hosting the report

£2,500 + VAT



■ RHA Pay Report

Now in its eighth year, this in-depth survey helps members monitor pay trends across the road haulage sector. Published each Autumn, it is designed to be viewed alongside the Haulage Cost Movement Report, giving a comprehensive overview of industry dynamics.

Compiled anonymously from member-submitted data in October and November, this report is trusted and widely used across the industry.

Headline Sponsorship Package

- Logo on front cover of the report
- Full-page adverts inside the front and back covers
- Logo on back cover of the report
- Full-page advert in Roadway magazine
- Logo on social media posts promoting the report
- Direct links from the RHA website page hosting the report

£2,500 + VAT



■ Simulator Van (Diesel & EV)

On-the-road engagement – from school visits and open days to shows, careers fairs, and CSR programmes.

Our state-of-the-art mobile driving simulator brings the experience of life behind the wheel to audiences across the UK – without leaving the ground. This hi-spec simulator helps us spark interest in driving careers and promote the essential skills needed in our industry.

Now available in both diesel and EV formats, our simulator van supports outreach and training aligned with the future of transport.

It's the perfect tool to showcase the industry in action – especially at schools, colleges, job centres, exhibitions, and community events.

Core Partner Package

(Available to non-competing partners)

- Logo on both sides and rear of the Simulator Van
- 1x full-page advert in Roadway magazine
- Editorial feature spotlighting your business
- Use of the Sim Van for one full-day event during the sponsorship year
- 12-month partnership agreement
- Solus email to our membership database featuring your brand

£5,000 + VAT per partner



■ RHA Webinars

A platform to showcase your products, services, and technical expertise – directly to the industry.

These online sessions give you the opportunity to present to an engaged operator audience on key topics that matter. Hosted on the GoToWebinar platform and free for RHA members to attend, each session helps dispel myths, highlight practical solutions, and guide operators through the growing range of technologies available to the sector.

Whether you're demystifying digital platforms, launching a new product, or simply showcasing how your service supports efficiency, these put you in front of decision-makers.

Sponsorship Package

- Promoted by the RHA across online and print channels (where available)
- Hosted by the RHA via GoToWebinar (up to 250 attendees per session)
- 25-minute knowledge-based presentation (with slides)
- GDPR-compliant data sharing of all registrants (where third-party consent is given)
- Recording shared with sponsor and hosted on the RHA website for ongoing visibility

£1,495 + VAT per session



Roundtables & Networking

Bespoke, invite-only gatherings for strategic engagement with RHA members.

Host targeted discussions with operators in your key markets.

We offer sponsors the opportunity to host intimate roundtable sessions at one of our regional offices – Peterborough, Bradford, or Bathgate. These carefully curated discussions bring together up to 20 invited operators for focused, meaningful conversations.

These sessions provide a tactile, strategic platform to explore the topics that matter most – whether that's showcasing innovation, consulting on new services, or gathering direct industry feedback.

The RHA will work with you to identify target member businesses and manage invitations. While attendance cannot be guaranteed, our team will support all outreach and coordination.

Sponsorship Package

- Roundtable hosted at Peterborough, Bradford, or Bathgate
- Up to 20 invited attendees
- Knowledge-led presentation or facilitated discussion
- Logo on invitations and event materials
- 1x full-page advert in Roadway magazine
- Editorial feature in Roadway magazine
- GDPR-compliant data sharing where available

£5,000 + VAT per roundtable



RHA Golf Day

Taking place on the 2nd September, our annual golf day is held at one of the UK's most prestigious clubs – combining first-class hospitality with relaxed, high-value networking.

Set against the stunning backdrop of The Belfry in the heart of the Midlands, the RHA Benevolent Cup brings together members, sponsors, and partners for a day of informal connection and friendly competition. Now in its second year, this flagship event is a perfect opportunity to build relationships with senior leaders and decision-makers from across the road transport sector.

Whether you're looking for headline visibility or a memorable on-course presence, there are multiple ways to get involved.

Sponsorship Opportunities

- Headline Sponsorship** £20,000
- Associate Sponsorship** £10,000
- Hole Sponsorship** £1,000
- 4-Ball Teams** £1,250

Special Feature Sponsorships

- Nearest the Pin** £1,000 + prize
- Hole in One** £1,000 + prize
- Longest Drive** £1,000 + prize
- Beat the Pro** £1,000 + prize
- 19th Hole Sponsor** £2,500 + prize
- Halfway House Sponsor** £3,000
- Buggy Sponsorship** £3,000
- Cool Box Sponsorship** £1,500



RHA Training Prospectus 2026

Put your brand at the forefront of industry learning and development.

Be the headline sponsor of the 2026 RHA Training Prospectus – our annual guide to training opportunities for the road transport sector. Distributed alongside Roadway magazine to all RHA members, this high-impact brochure showcases the full range of RHA training courses, qualifications, and support services.

This is a prime opportunity to align your brand with industry standards, upskilling, and workforce development – and reach thousands of transport businesses across the UK.

Headline Sponsorship Package

- Prominent logo placement throughout the brochure
- Brand association with training, professional development, and sector standards
- Distributed to all RHA members via Roadway magazine

£5,000 + VAT



Additional Sponsorship Opportunities

Be part of our most high-profile thought leadership, political, and practical industry platforms.

In addition to our flagship campaigns and events, we offer a range of targeted opportunities for strategic brand alignment – whether you're looking to influence decision-makers, reach international audiences, or associate with trusted tools used by thousands of operators.

Parliamentary Reception

Join us at the heart of Westminster as we bring together RHA members, parliamentarians, and policy influencers to spotlight the issues that matter most to road transport.

Pricing and packages available on request

RHA Maintenance Planner

Sponsorship of this trusted, practical tool used by operators nationwide gives your brand repeated exposure throughout the year.

Pricing and packages available on request

International Summit

Support our cross-border work on issues like border security, migration, and international trade in commercial road transport. Align your brand with global collaboration and real-world impact.

Pricing and packages available on request

What You Can Expect as a Sponsor

- Brand visibility across physical, digital and media platforms
- Editorial in Roadway (our member magazine)
- Strategic alignment with key issues in road transport
- Direct access to operators and decision-makers
- Networking, speaking, and activation opportunities
- High-quality events run by a trusted national voice
- Post-event follow-up and data sharing (where appropriate)
- Bespoke packages to match your goals

Go Further. Join as an RHA Associate Member

Not just a sponsor — a true partner.

If you're looking for a deeper, more meaningful connection with our members and mission, Associate Membership is your next step. It's the perfect option for those who want to move beyond one-off sponsorships and become part of our community year-round.

As one of over 300 Associate Members, you'll enjoy a full package of benefits, visibility, and access — all designed to help you connect, contribute, and grow. Whether you choose Bronze, Silver, or Gold, you'll align your organisation with one of the UK's most trusted trade bodies.

We offer three levels of Associate Membership to suit your goals and budget:

RHA | Gold Associate

RHA | Silver Associate

RHA | Bronze Associate

RHA | Gold Associate

Gold Associate Membership

Our most in-depth and involved membership level — designed for those who want to lead the conversation.

Choose 4 promotional tools to raise your profile:

- Full-page display advert in Roadway magazine (can be split into two half pages)
- Four weeks of digital advertising in Roadway Update (1,400 x 400 pixels with URL click-through; distributed to 14,000+ subscribers)
- One loose insert in Roadway magazine (up to 16g, supplied by sponsor)

Additional Gold benefits:

- Use of the RHA logo (per brand guidelines)
- Subscription to Roadway magazine
- Access to members-only content at rha.uk.net
- Attendance at member briefings
- RHA Operators Handbook
- RHA Maintenance Planner
- Up to 18% discount on CV Show exhibition space
- Networking with RHA senior leadership
- Inclusion in all legislation and policy updates
- Telephone helpdesk support
- Access to policy team, cost reports and fuel reports
- Discounted advertising and training (terms apply)
- Monthly interest-free direct debit option
- Opportunity to join specialist groups and regional meetings
- Dedicated account manager

£5,777 + VAT pa

RHA | Gold Associate

Silver Associate Membership

The ideal mid-level package — balancing profile and access.

Choose 1 promotional tool:

- Full-page display advert in Roadway magazine (can be split into two half pages)
- Four weeks of digital advertising in Roadway Update (1,400 x 400 pixels with URL click-through)
- One loose insert in Roadway magazine (up to 16g, supplied by sponsor)

All Silver members also receive:

- Use of the RHA logo (per brand guidelines)
- Subscription to Roadway magazine
- Access to members-only content at rha.uk.net
- Attendance at member briefings
- RHA Operators Handbook
- RHA Maintenance Planner
- Up to 18% discount on CV Show exhibition space
- Inclusion in legislation and policy updates
- Telephone helpdesk support
- Access to cost reports and fuel reports
- Discounted advertising and training (terms apply)
- Monthly interest-free direct debit option
- Opportunity to join specialist groups and regional meetings
- Dedicated account manager

£2,381 + VAT pa

Bronze Associate Membership

The entry point to becoming part of the RHA community.

Includes:

- Use of the RHA logo (per brand guidelines)
- Subscription to Roadway magazine (worth £24 per issue)
- Access to members-only content at rha.uk.net
- Attendance at member briefings
- RHA Operators Handbook
- RHA Maintenance Planner
- Up to 18% discount on CV Show exhibition space
- Inclusion in legislation and policy updates
- Telephone helpdesk support
- Access to cost reports and fuel reports
- Discounted advertising and training (terms apply)
- Monthly interest-free direct debit option
- Opportunity to join specialist groups
- Dedicated account manager

£796 + VAT pa

Notes

Lined area for notes.





Make Your Mark

Whether you're launching a product, growing market share, or strengthening brand reputation, we can help you connect with the right people in the right way.

We'll work with you to create a tailored package that delivers value – for you and for our community.

We're here to help you make the most of every opportunity.

For more information or to talk through the options:

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RHA: Driving Business on Our Roads – Together.

	Website	rha.uk.net
	X/Twitter	@RHANews
	Facebook	/RoadHaulageAssociation
	LinkedIn	/road-haulage-association
	YouTube	TheRoadHaulageAssociation
	Instagram	@roadhaulageassoc