



# TransportPlanningSociety

## Transport Planning Day 2021 - Sponsorship Packages

The Transport Planning Society is the professional home for transport planners in the UK and Ireland. Our mission is to facilitate, develop and promote best practice and innovation in transport planning and provide a focus for dialogue between all those engaged in it whatever their background.

### The Transport Planning Day campaign

Transport Planning Day is a campaign led by the Transport Planning Society to celebrate the best in transport planning, showcase its benefit to communities and chart a direction for the profession.

*“Transport Planning has never been more important”–  
Gavin Newlands MP, Transport Planning Day 2020 Virtual Parliamentary Reception*

Transport Planning Day this year will be on 15 November 2021, but the campaign runs from Spring onwards.

We engage communities, politicians and professionals across the UK to raise awareness of transport planning, highlight the vital role transport planners play in tackling the big challenges of our time and influence the way transport planning is delivered to make better places for people and improve quality of life.

Each year we strive to provide welcoming events that encourage transport planners to make connections across the profession and with associated industries, communities, and politicians.

The campaign provides a platform for transport planners to showcase their achievements and encourage young people into the profession.

*“[I joined Transport Planning Day 2020] to understand where transport planning is heading as an industry” – 2020 Audience Survey*

### This year’s theme – equality, diversity and inclusion

The theme of this year’s campaign is equality, diversity and inclusion. It’s about what needs to be done to address the barriers that still exist to ensure everyone can access the services and opportunities that they want and need as we recover from the pandemic and tackle the climate crisis. We are planning transport for diverse communities with a range of people from different backgrounds with different travel needs. Unfortunately, many face barriers related to their gender, age, race, sexuality, income or disability – and it’s our job to remove these. Transport can play a key role by providing equality of access to opportunities such as jobs, education and other key services such as healthcare and social networks for everyone. We

therefore need a diverse range of people planning transport, so we get a diverse range of ideas and solutions that will serve everyone's needs. And we need inclusion of everyone in the process, both within the profession and in the work we do, for example engaging with a wide range of stakeholders.

## Partnership and sponsorship opportunities

The TPS is a small society with limited financial reserves. A successful Transport Planning Day campaign can only be run with the kind support of our stakeholder members and partner institutions. In return, we can offer great profile with government and other professional stakeholder bodies, being part of the latest debates and events on our important theme, and recognition from our members of the organisations who support our aims and objectives.

By sponsoring Transport Planning Day, you will promote your company as a key supporter of this exciting campaign and events promoting transport planning. This is a unique opportunity to showcase your brand to transport industry leaders and key decision-makers.

In addition to providing financial support, there are also opportunities to partner with us in developing the TP Day campaign. This is a great opportunity to get involved and help shape a successful campaign.

We have a limited number of packages available, to ensure your brand stands out and is not diluted in any way. We have designed each package to offer the most coverage for your investment. You will enjoy extensive brand exposure through pre, post and on the day event marketing. And of course, we would be happy to discuss any specific suggestions or proposals you may have for your involvement.

### ***Sponsorship levels available***

#### **Platinum partnership package (1 available) - £3,000 plus VAT**

- Place on the TP Day Steering Group to be involved in the shaping of the campaign
- Keynote speaker slot at both Transport Planning Day and Parliamentary event
- Main events sponsor
  - Company logo/branding on Transport Planning Society website
  - Representative from your company involved in main events
- Full page profile in event brochure and on website
- Company logo/branding as Platinum sponsor on all event communications and promotional material, including invites to Transport Planning Day and Parliamentary event
- Exposure through all social media communications
- On the day promotion, including all regional events, on all signage and presentations, including a Transport Planning Day banner

### **Gold sponsorship package (2 available) - £2,000 plus VAT**

- Speaking slot at Transport Planning Day
- Main events sponsor
  - Company logo/branding on Transport Planning Society website
  - Representative from your company involved in main events
- Half page profile in event brochure and on website
- Company logo/branding as Gold sponsor on all event communications and promotional material, including invites to Transport Planning Day, regional events and Parliamentary event
- Exposure through all social media communications
- On the day promotion, including all regional events, on all signage and presentations, including a Transport Planning Day banner

### **Silver sponsorship package (4 available) - £1,000 plus VAT**

- Company logo on Transport Planning Society website
- Quarter page profile in event brochure and on website
- Company logo/branding as Silver sponsor on all event communications and promotional material, including invites to Transport Planning Day and Parliamentary event
- Exposure through all social media communications
- On the day promotion on all signage and presentations, including a Transport Planning Day banner

### **SME Package (4 available) - £250 plus VAT**

- Logo and short company bio featured in event brochure and on website
- Opportunity to sponsor a regional event workshop, with company logo / branding on the event communication and promotional material
- Exposure through all social media communications
- On the day promotion on all signage and presentations, including a Transport Planning Day banner

### **In-kind Sponsorship**

The TPS welcomes offers of in-kind support to help with the organisation of Transport Planning Day. Examples of in-kind sponsorship are staff support to help run events and general organisation, use of online platforms to hold events, catering/refreshments for in-person events, technical support such as graphics and brochure/poster production. The in-kind sponsorship package includes exposure through social media communications and TPS website.

Please contact the TPS if you are interested in taking any of the above packages or would like to discuss your ideas for involvement and support with the campaign this year – [info@tps.org.uk](mailto:info@tps.org.uk).