



SPONSORSHIP

2022 Opportunities Menu



**FRENCH CHAMBER
OF GREAT BRITAIN**

Established in 1883

DISCOVER OUR OPPORTUNITIES

We offer a wide range of sponsorship opportunities, to:

- ✓ showcase your expertise,
- ✓ grow your network,
- ✓ and enhance your positioning

within the Franco-British community and beyond.

This sponsorship menu provides an overview of the opportunities for 2022.

We can provide detailed sponsorship proposals for each of these opportunities – please get in touch!

For further information:

Lauriane Veron, Head of Events & Campaigns
lveron@ccfgb.co.uk – 07802 866 209

IN-KIND PARTNERSHIP

We also offer a range of in-kind partnership opportunities, including:

- Hosting an event at your hotel, office, restaurant, boutique or other venue
- Providing food and drinks
- Providing visibility and media coverage
- Providing printed materials
- Offering goods for goodie/gift bags



FRANCO-BRITISH BUSINESS AWARDS

The Franco-British Business Awards honour the outstanding contributions of French and British companies of all sizes and across all sectors, on both sides of the Channel.

Audience:

- Approx. 200 participants
- All levels of seniority
- All sectors

2021 AWARD CATEGORIES (2022 CATEGORIES TBC):

COMMUNITY IMPACT

NET ZERO CHAMPION

WELLBEING IN CRISIS

FRANCO-BRITISH
COLLABORATION

TECH LAUNCH

[Check out to the 2021 event report](#)

BEST FOR:

- ✓ Increasing your visibility
- ✓ Gaining brand awareness and recognition
- ✓ Expanding your network
- ✓ Entertaining your own guests
- ✓ Demonstrating your commitment to supporting fellow businesses and addressing key challenges

SPONSORSHIP FEES:

Award sponsor: £6,000+VAT

Ceremony sponsor:

£3,000+VAT

STRATEGIC CAMPAIGNS

Our strategic campaigns tackle the key priorities of our community through a range of activities, including a dedicated Hub on our website, a special edition of our digital magazine INFO+ and a dedicated event.

Audience:

- 60-80 participants/events and online/INFO+ readership
- All levels of seniority
- All sectors

THREE CAMPAIGNS

THE NEXT CHAPTER OF THE FRANCO-BRITISH RELATIONSHIP

BUSINESS COLLABORATION FOR A SUSTAINABLE FUTURE
(starting September 2022 – sponsorship fee pro-rata)

PEOPLE AT THE HEART OF BUSINESS

BEST FOR:

- ✓ Increasing your visibility
- ✓ Enhancing your positioning and increasing your credibility on specific topics
- ✓ Showcasing your insights and expertise
- ✓ Demonstrating your commitment to key issues (sustainability, skills of the future, etc.)

SPONSORSHIP FEES:

Per campaign: £7,000+VAT

BIG NETWORKING MOMENTS

Our quarterly networking receptions are milestones in the Franco-British business calendar. They provide opportunities to connect with other members, in a prestigious but informal setting.

Audience:

- 80-120 participants depending on event
- All levels of seniority
- All sectors

NEW YEAR'S RECEPTION

10 February
Home House

SUMMER CHAMPAGNE RECEPTION

Late June
Venue TBC

COCKTAIL DE LA RENTREE

Mid-September
Venue TBC

CHRISTMAS DRINKS

Late November/early December
Venue TBC

BEST FOR:

- ✓ Increasing your visibility
- ✓ Gaining brand awareness and recognition
- ✓ Expanding your network
- ✓ Entertaining your own guests

SPONSORSHIP FEES:

Per event: £5,000+VAT
(alongside other sponsors) or
£10,000+VAT (sole sponsor)

CLUBS - FOR FUNCTIONAL DEEP DIVES

Our Clubs are expert communities of senior representatives in similar functions, that offer access to a wealth of expertise, insights, and support.

Audience:

- 15-25 participants/sessions
- Seniority: Managers, Heads of Dept, Directors, C-level
- All sectors

HUMAN RESOURCES CLUBS

HR directors and other senior HR functions

FINANCE CLUB

CFOs and other senior Finance functions

SUSTAINABILITY LEADS CLUB

Sustainability/CSR directors and other senior functions

BEST FOR:

- ✓ Gaining access to a targeted, senior and expert audience
- ✓ Enhancing your positioning and increasing your credibility on specific topics
- ✓ Showcasing your insights and expertise
- ✓ Demonstrating your commitment to key issues (sustainability, skills of the future, etc.)

SPONSORSHIP FEES:

Yearly (4 sessions): £5,000+VAT

INTIMATE 'CIRCLE' EVENTS

Our 'Circles' meet on a quarterly basis to discuss current affairs with fellow business leaders and prestigious contributors.

Audience:

- 15-25 participants/event (by invitation only)
- Seniority: C-level, Managing Director/Partner, VP, Country Head, etc.
- All sectors

PRESIDENT'S CIRCLE

Held under Chatham House rule, President's Circle events (typically dinners) gather senior representatives from our Patron membership around the President of the Chamber and a guest speaker.

WOMEN'S BUSINESS CIRCLE

An exclusive networking platform for female executives within the Franco-British community to discuss current affairs. Each event welcome an inspiring female speaker.

BEST FOR:

- ✓ Gaining access to a targeted audience of decision makers
- ✓ Engaging personally with business leaders and reputable speakers in an informal setting
- ✓ Furthering your understanding of the business landscape and current affairs

SPONSORSHIP FEES:
Per event: £5,000+VAT or
yearly sponsorship
£17,000+VAT

TOPICAL EVENTS

Our topical events address key topics of interest across our membership, often by welcoming a panel of inspiring and reputable speakers.

Audience:

- 60-80 participants/events
- All levels of seniority
- All sectors or specific, depending on event

WOMEN, INSPIRATION & LEADERSHIP

Q2

FRANCO-BRITISH RECEPTION AT THE PARLIAMENT

1 March

CROSS-CULTURAL QUIZ

Q4

BEST FOR:

- ✓ Increasing your visibility
- ✓ Gaining brand awareness and recognition
- ✓ Enhancing your positioning
- ✓ Demonstrating your commitment to key issues (diversity & inclusion, etc.)

SPONSORSHIP FEES:

Per event: £4,000+VAT
(alongside other sponsors)

WEBINARS

Showcase your expertise and know-how on a particular topic in a fully branded digital event, aimed at providing practical support to our community.

You bring the content; we bring the participants and handle all the marketing and logistics.

Audience:

- Approx. 50 participants/event
- Seniority: varied
- Sector: varied or specific, depending on webinar topic

ALL TOPICS AND AREAS OF EXPERTISE WELCOME

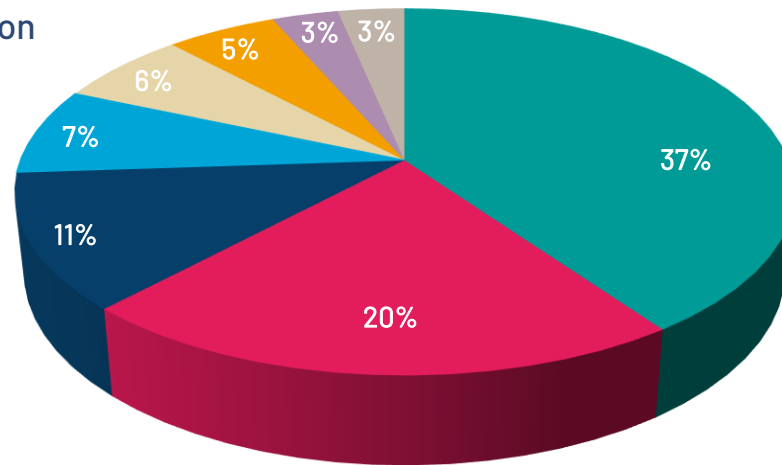
BEST FOR:

- ✓ Increasing your visibility
- ✓ Gaining brand awareness and recognition
- ✓ Showcasing your insights and expertise
- ✓ Enhancing your positioning and increasing your credibility on specific topics

SPONSORSHIP FEES:
Per webinar: £1,500+VAT

YOUR AUDIENCE: THE FRANCO-BRITISH COMMUNITY AND BEYOND

- **37%** Legal, Consulting, Accounting & Finance
- **20%** Retail
- **11%** Information & Communication
- **7%** Education
- **6%** Manufacturing
- **5%** Hospitality
- **3%** Art & Entertainment
- **3%** Institutions



Our members by sector of activity

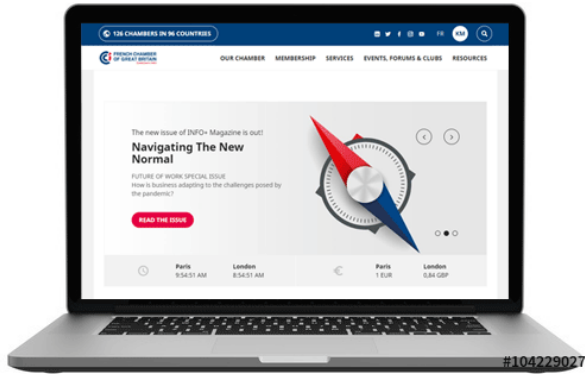
81% of our main representatives are business leaders and senior management

OUR PARTNERS & STAKEHOLDERS



- ✓ At the heart of the network of public and private Franco-British organisations
- ✓ A bridge into the UK and France ecosystems

YOUR AUDIENCE: OUR REACH



E-mailing

7,000 e-mailing contacts
(members and non-members)

Website

10,000 Page views per month
31,000 Visitors per year
3.30 Minutes dwell time

Events

50+ Events in 2020
2,200 Participants
70+ Sponsors and Partners



INFO+ Magazine

2,000 Impressions on LinkedIn
2,700 Readers

Social Media

14,000 Followers



YOUR AUDIENCE: FOCUS ON OUR PATRON MEMBERS

as at November 2021

Sponsorship opportunities



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