

## **POST-EVENT DIGITAL REPORT ADVERTISING PACKAGE**

### **Description:**

The Flood and Coast post-event digital report sponsorship is suitable for any organisation looking to reach the Flood and Coast audience and raise brand awareness in association with the core values of the 2020 online series:

- Creative, responsible solutions to climate change
- Promoting strategies for adaptation and resilience
- Sharing best practices in flooding and coastal erosion risk management
- Driving digital innovation in environmental management
- Exploring innovation in funding methods for environmental works
- Uniting for COP26

Our goal is to create a legacy for each session, translate discussion into action and provide an opportunity for the public to get involved in Flood and Coast initiatives that are important to them. After each online session, an online post-event report will be made available at no-cost to all Flood and Coast attendees and the wider public.

The report will be developed in collaboration with the speakers in each session and will include:

- Summary of the discussion and quotes from the speakers
- 2 min highlight video from the session
- Follow up answers to the most popular questions from the event (including those that were not addressed due to time constraints)
- Survey and poll results from the session
- Additional information and articles from industry contributors, and
- A custom dedicated page for your brand to feature a related article

The report will be emailed to all Flood & Coast virtual participants. It will also be made available to the public for download from the Flood and Coast website to those who provide their contact details and opt-in to email communications from our event partners.

### Benefits:

- 2 x complimentary registrations for one of the Flood and Coast digital sessions of your choice
- Listing on the Flood and Coast website including your logo and company description (max. 100 words) plus one downloadable brochure (up to 5 MB) or video (3-minute max. video to be provided by digital advertising sponsor), promoting your products or services, as well as a link to your website
- Feature article in the 'News' section on the Flood and Coast website
- Social media promotion of your organisation's support through our channels including @floodandcoast and @CIWEM #FloodandCoast2020
- Co-branded report, with the Flood and Coast and digital advertising sponsor logos available on the front cover
- A full A4 feature in the digital report for brand promotion (advertorial)
- Access to mailing list (for audience who opted-in to receive updates from our partners)
- Post-event analytics (statistics of audience trends)

### Sponsorship costs:

- £1,000 + VAT per session
- £3,500 + VAT for the whole series

Interested in contributing? Please contact the Flood and Coast team at [info@floodandcoast.com](mailto:info@floodandcoast.com)