



PASMA®

Celebrating 50 years
of tower safety

PASMA's 50th anniversary celebration takes place at the 5-star Royal Lancaster London on *Thursday 12 September 2024*.

It will include a conference and black tie gala dinner.

*Up to **250 guests** are expected to attend from across the access and health & safety sectors, including PASMA members past and present, and representatives from the AIF, HSE, OPSS, the UK Parliament and industry press.*

Sponsorship opportunities

PASMA 50th anniversary celebration

This year, PASMA turns 50. And if five decades of tower safety isn't worth celebrating, we don't know what is.

That's why we're hosting a 50th anniversary celebration conference & black tie gala dinner on 12 September 2024 at the Royal Lancaster London.

The event will kick off with a networking lunch and celebratory conference. Over a fast-paced afternoon, our speakers will tell the story of 50 years of progress and the PASMA members who were at the heart of it.

Then, onto the evening! Glad rags on, delegates will gather for a glittering drinks reception followed by a three-course meal with drinks and petit fours. The evening will see the return of popular host Ben Hanlin and an appearance from Moira Cameron, the first female Yeoman Warder of the Tower of London.

[Book a sponsorship package](#)

Why sponsor?

This is an extra special event - one that's sure to go down in the PASMA history books - and your brand could be right at the centre of it.

It's the biggest celebration of tower safety there's ever been, and this is a chance to position yourself as a champion of the cause. Show your support for PASMA and all it stands for by taking a sponsorship package. You will be helping to make sure this event is the highlight of the industry calendar for your peers, colleagues and customers alike.



Gold PLUS sponsor (exclusive to one sponsor) - £12,500 + VAT

This event will go down in the PASMA history books as a celebration of 50 years of advancing tower safety, and your brand can be right there with us. This is our top package, so as well as being a chance to celebrate with your colleagues and customers, there are a few extra special perks thrown in too.

PRE-EVENT

- > Your logo on event mailshots and promotions
- > Your logo on event webpage
- > Mentioned in event press release/news stories
- > Social media assets to promote your involvement

DURING THE EVENT

- > Your logo displayed on on-stage signage (*alongside gold sponsors*)
- > 15 tickets for the conference and dinner
- > Accommodation can be added at extra cost
- > Full page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the conference:

- > Thanked by host Steve Booker, PASMA chairman
- > Provide an item of merchandise to be given to delegates at the registration desk (*to be provided by sponsor*)
- > **Opportunity to show a 3-minute promotional video** (*to be approved by PASMA*)

At the dinner:

- > Thanked by host Ben Hanlin
- > **Opportunity to address delegates from the stage for up to 3 minutes** (*speech to be approved by PASMA*)
- > Your logo on your table, table plan and menus
- > Your logo on large cardboard cube near entrance

AFTER THE EVENT

- > Social media shout-out
- > Thank you letter from PASMA
- > Commemorative 3D printed mobile access tower with your logo on it
- > **Your company representative featured in event highlights video – guaranteed!**
- > **PASMA will write and publish a case study about your membership**
- > **Bonus event: you will also be recognised as the exclusive sponsor of the PASMA annual members' meeting in November 2024**

Note: items in **bold** are exclusive to the Gold PLUS sponsor.



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Gold sponsor (limited to two sponsors) - £10,000 + VAT

This event will go down in the PASMA history books and your brand can be right there with us. Bring your colleagues and customers along to celebrate the role your organisation has played in advancing tower safety.

PRE-EVENT

- > Your logo on event mailshots and promotions
- > Your logo on event webpage
- > Mentioned in event press release/news stories
- > Social media assets to promote your involvement

DURING THE EVENT

- > Your logo displayed on on-stage signage
- > 10 tickets for the conference and dinner
- > Accommodation can be added at extra cost
- > Full page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the conference:

- > Thanked by host Steve Booker, PASMA chairman
- > Provide an item of merchandise to be given to delegates at the registration desk (*to be provided by sponsor*)

At the dinner:

- > Thanked by host Ben Hanlin
- > Your logo on your table, table plan and menus
- > Your logo on large cardboard cube near entrance

AFTER THE EVENT

- > Social media shout-out
- > Thank you letter from PASMA
- > Commemorative 3D printed mobile access tower with your logo on it

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History Zone sponsor (exclusive to one sponsor) - £6,000 + VAT

The History Zone is where PASMA's story will be told and sponsoring this area is your chance to put yourself at the centre of it. It will be located in the area used for registration, networking lunch, tea/coffee breaks and the evening drinks reception, so delegates will have plenty of opportunities to visit.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Mentioned in event press release/news stories
- > Social media assets to promote your involvement

DURING THE EVENT

- > Your logo on History Zone signage
- > We will display an information board or exhibit dedicated to the history of your brand's PASMA membership (*support and input will be required from sponsor*)
- > 5 tickets for the conference and dinner
- > Accommodation can be added at extra cost
- > Opportunity to join waiting list for additional tickets
- > Full page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the conference:

- > Your logo on holding slides
- > Thanked by host Steve Booker, PASMA chairman

At the dinner:

- > Your logo displayed on screen in rotation
- > Your logo on large cardboard cube near entrance

AFTER THE EVENT

- > Social media shout-out
- > PASMA will write and publish a case study about your membership
- > **Bonus event: you will also be recognised as the exclusive sponsor of the PASMA past chairman's soiree in June 2024**

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Canapés (exclusive to one sponsor) - £6,000 + VAT

The canapés are on you! Guests will be treated to a selection of homemade hot, cold and dessert canapés to enjoy during the drinks reception - and your brand will be all over it.

PRE-EVENT

- > Your logo on event mailshots and promotions
- > Your logo on event webpage
- > Mentioned in event press release/news stories
- > Social media assets to promote your involvement

DURING THE EVENT

- > 5 tickets for the conference and dinner
- > Accommodation can be added at extra cost
- > Opportunity to join waiting list for additional tickets
- > Full page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the dinner:

- > Your logo on cardboard cube near entrance
- > Thanked by host Ben Hanlin
- > Your logo displayed on screen in rotation

At the drinks reception:

- > Branded cocktail napkins
- > Your logo printed on one canape with rice paper
- > Your logo on welcome signage

AFTER THE EVENT

- > Social media shout-out

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After party (exclusive to one sponsor) - £6,000 + VAT

What do we do after dinner? We dance, that's what! When the band starts up, it's your brand's time to shine. Help everyone have a great time by sponsoring the after party. It's sure to be a night to remember.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Mentioned in event press release/news stories
- > Social media assets to promote your involvement

DURING THE EVENT

- > 5 tickets for the conference and dinner
- > Accommodation can be added at extra cost
- > Opportunity to join waiting list for additional tickets
- > Full page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the dinner:

- > Your logo on cardboard cube near entrance
- > Thanked by host Ben Hanlin
- > Your logo displayed on screen in rotation

During the disco:

- > Your logo projected onto the dance floor
- > Lighting in the room will incorporate your brand colours
- > Name your own cocktail and we'll serve it with branded cocktail umbrellas from a branded kiosk
- > Your logo displayed on screen

AFTER THE EVENT

- > Social media shout-out

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Welcome drinks (exclusive to one sponsor) - £2,500 + VAT

The drinks are on you! Your brand will be among the first things guests see as they arrive for the evening drinks reception. Help make it extra special by providing a round of drinks for everyone.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Social media assets to promote your involvement

DURING THE EVENT

- > 2 tickets for the conference and dinner
- > Your logo in event programme
- > Half page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

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At the drinks reception:

- > Your logo on cocktail napkins
- > Your logo on prosecco toppers
- > Your logo on drinks serving station
- > Your logo on cardboard cube near entrance

At the dinner:

- > Your logo displayed on screen in rotation

AFTER THE EVENT

- > Social media shout-out

Beer buckets (exclusive to one sponsor) - £2,500 + VAT

The drinks are on you! Each table will have a bucket of beers for guests to enjoy, thanks to your generous sponsorship. This puts your brand in prime position at the centre of the meal.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Social media assets to promote your involvement

DURING THE EVENT

- > 2 tickets for the conference and dinner
- > Your logo in event programme
- > Half page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

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At the drinks reception:

- > Your logo on cardboard cube near entrance

At the dinner:

- > Branded bottle openers on every table
- > Branded flag in beer buckets on every table
- > Your logo displayed on screen in rotation

AFTER THE EVENT

- > Social media shout-out

Wine (exclusive to one sponsor) - £2,500+ VAT

The drinks are on you! Provide bottles of red and white wine for every table. This puts your brand in prime position at the centre of the meal.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Social media assets to promote your involvement

DURING THE EVENT

- > 2 tickets for the conference and dinner
- > Your logo in event programme
- > Opportunity to place half page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the drinks reception:

- > Your logo on cardboard cube near entrance

At the dinner:

- > Branded tags on bottles of wine on every table
- > Your logo displayed on screen in rotation

AFTER THE EVENT

- > Social media shout-out

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Networking lunch - £1,000 + VAT

Sponsor our networking lunch, which is the first opportunity delegates will have to gather during the event.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Social media assets to promote your involvement

DURING THE EVENT

- > Your logo in event programme
- > Opportunity to place half page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the lunch:

- > Your logo displayed on menu
- > Branded napkins

At the conference:

- > Your logo on holding slides
- > Thanked by host Steve Booker, PASMA chairman

AFTER THE EVENT

- > Social media shout-out

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Tea and coffee break - £1,000 + VAT

Sponsor our afternoon tea and coffee break, which takes place during the celebratory conference.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Social media assets to promote your involvement

DURING THE EVENT

- > Your logo in event programme
- > Opportunity to place half page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the coffee break:

- > Your logo displayed on menu
- > Branded napkins

At the conference:

- > Your logo on holding slides
- > Thanked by host Steve Booker, PASMA chairman

AFTER THE EVENT

- > Social media shout-out

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Programmes (exclusive to one sponsor) - £1,000 + VAT

Delegates will receive a special commemorative event programme and your brand could be at the heart of it.

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Social media assets to promote your involvement

DURING THE EVENT

- > Logo, company description and thank-you at beginning of event programme
- > Opportunity to place half page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the dinner:

- > Your logo displayed on screen in rotation

AFTER THE EVENT

- > Social media shout-out

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Pin badges (exclusive to one sponsor) – £1,000 + VAT

Each guest will receive a special pin badge to commemorate PASMA's 50th anniversary. They're attached to a backing card, which will have our sponsor's logo on it. Could that sponsor be you?

PRE-EVENT

- > Your logo on the event mailshots and promotions
- > Your logo on event webpage
- > Social media assets to promote your involvement

DURING THE EVENT

- > Your logo in event programme
- > Opportunity to place half page advert in event programme (*artwork to be provided by sponsor, content to be approved by PASMA*)

At the dinner:

- > Your logo on the backing card of each pin badge
- > Your logo displayed on screen in rotation

AFTER THE EVENT

- > Social media shout-out

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DONATE A PRIZE IN AID OF NO FALLS FOUNDATION



Our charity of the night is the No Falls Foundation and we will be raising money for them throughout the night. Could you donate a prize that will help us do that? It could be anything from a bottle of champagne to holiday vouchers or a unique experience. We are happy to discuss ideas with you and will make sure you're thanked and recognised for your contribution. Please email marketing@pasma.co.uk to start the ball rolling.

ADVERT IN EVENT PROGRAMME

Include a half-page advert in the event programme (artwork to be provided by you) - **£400 + VAT**

Please note there are a limited number of advertising spaces available and adverts must be approved by PASMA.

[Book an advertising space >>](#)

Get involved

Ready to sign up? Use our [sponsorship booking form](#) to reserve your package. It's first come first served, so don't hang around!

You can pay by card or by invoice (select the 'invoice' tab in the 'payment options' section of the booking form). The sooner you pay, the quicker you start to get the benefits of sponsorship. Invoices must be settled in full within 30 days of receipt or 6 weeks before the event, whichever is soonest. Settling invoices promptly helps us get everything ready in plenty of time, plus you maximise the benefits for yourself too.

All packages are subject to change depending on supplier availability. We will discuss any significant changes with the sponsor in advance.

If you have any questions, or want to discuss a prize in aid of the No Falls Foundation, please email marketing@pasma.co.uk.

Accommodation

A limited number of hotel rooms are available for sponsors requiring overnight accommodation for 12 September 2024. These can be booked via PASMA and must be paid for in advance by credit or debit card. The rate is £420 + VAT, which includes breakfast. We will send you a link to book accommodation when your sponsor package is confirmed.

[Book a sponsorship package](#)