



# APMP UK SPONSORSHIP BROCHURE 2026



#ProudToBeAPMP

APMP UK promotes the professional growth of its members by advancing the arts, sciences and technologies of winning business. APMP UK is the authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations.

**Table 1**  
Version control

Version	Update/Change	Approved by	Date
1.0	New edition	Mel Bunston, CEO APMP UK	March 2024
2.0	Updated for 2025 packages	Lee Hurt, Chief Revenue Officer	August 2024
3.0	Minor changes	Kate Malcolmson, Chief Marketing Officer	December 2024
4.0	Final version	Lucy Davis, CEO APMP UK	January 2025
5.0	Updated for 2026 packages	Rebecca Myatt, CEO APMP UK	February 2026
5.1	Added Monday Night & Wellbaing Room packages	Lucy Davis, Past Chair	April 2026

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# WELCOME TO 2026 SPONSORSHIP OPPORTUNITIES

In 2026 APMP UK will host monthly webinars, 2 roadshows, and BIDx® The Big One (TBO) 2026. Each present sponsors with a range of fantastic opportunities to show your support for our members, and the profession more widely.

Our members are professionals across all industries who operate at all stages of the capture, proposal, bid and tender process.

Sponsors benefit from a wide range of brand impact and awareness-raising activities ensuring maximum value from event/other sponsorship.

Are you looking to recruit the best in the industry? Increase your visibility and be seen by thousands of bidders across social media and TBO or in the more intimate setting of an event.

Are you looking to build awareness in your brand with a targeted audience?

Sponsorship puts your brand visuals in front of a captive bid and capture audience, with marketing before, during and after events/sponsorship.

Giveaways are also another way to boost brand recognition.

**Are you looking to showcase your credentials to the bidding audience?**

Show your commitment and investment in their industry association. Our aim is to provide high-profile events and benefits to our membership. Our members love brands that care about spreading positive messages and helping the community. Investing in the APMP UK community will set you apart from brands that don't.



# THE VALUE OF SPONSORSHIP

APMP UK is creating lasting partnerships with our sponsor partners to help us deliver value for APMP UK members, connect the bid and proposal community across the UK, and expand our chapter's impact.

Sponsorship is a two-way relationship. Not only does your sponsorship help deliver greater content to our members, through your investment in APMP UK, you get to engage with the membership as a captive audience on a different level, showcasing yourself as elite in your field.

Our sponsorship opportunities are designed to:

## BUILD BUSINESS RELATIONSHIPS

Our events are a great space to find businesses you can collaborate with in the future.

## IMPROVE CONSUMER PERCEPTION

Our aim is to provide high-profile events to our membership. Leverage these events to demonstrate your credibility and reputation within the industry.

## SUPPORT YOUR BRAND VISIBILITY

Sponsorship puts your brand visuals in front of a captive bid and capture audience, with marketing before, during and after the event. Giveaways are also another way to boost brand recognition.

## TARGET YOUR MARKETING

Sponsorship targets the niche community of bid and capture professionals and whilst other avenues may target a wider audience, they may not be as relevant.

## PROVIDE COMMUNITY GOODWILL

Our members love brands that care about spreading positive messages and helping the community. Investing in the APMP UK community will set you apart from brands that don't.



**Sponsorship opportunities give you exposure online, through branding and personal appearances**

This document sets out the sponsorship opportunities for 2026.

# APMP UK IN NUMBERS

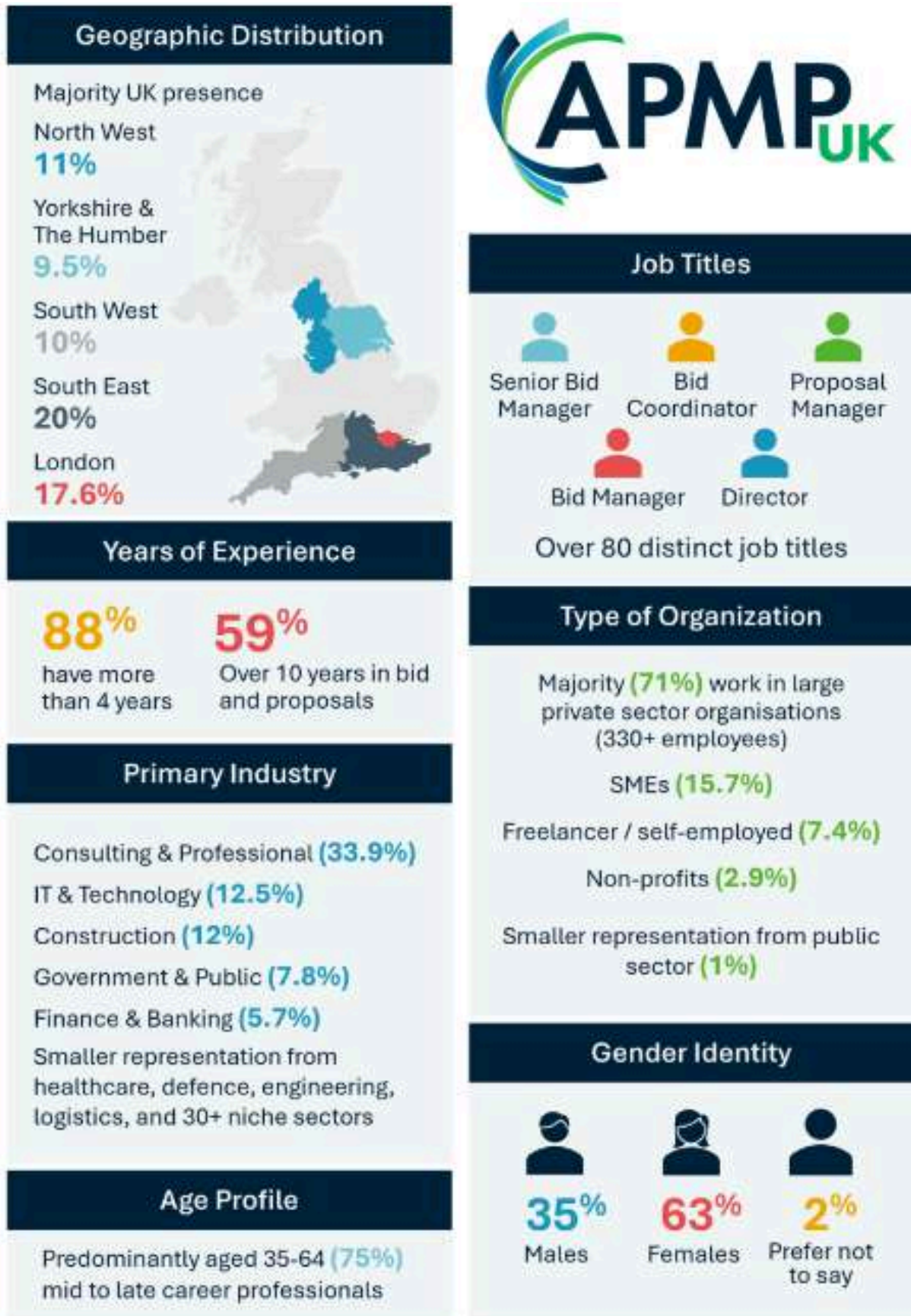


Figure 1: Latest demographic data on our APMP UK members

# SPONSOR PACKAGES

APMP UK has a range of sponsorship opportunities to suit all levels of investment and involvement.

The different sponsorship opportunities on offer are:

Package	Membership reach	Online/In person
BIDx® Roadshow Venues	target 50 people per event	In person
BIDx® Roadshows Coffee/Tea Sponsor	2 opportunities this year	In person
BIDx® Webinars	average 90 registrants per event	Online
APMP UK Website advertising	21,000 users and 60% engagement rate (last 12 months)	Online
Monthly newsletter	Open to 3,000 members	Online
Rapport Mentoring Programme	31 mentors - growing in 2025	In person
Volunteers	20+ volunteers and growing	Online/In person
BIDx® The Big One packages	circa 300 people each day	In person
APMP UK Annual Awards range of opportunities	Awards open to nearly 3,000 members and circa 250 attendees	In person

We encourage new ideas from you too – please reach out to us if you wish to discuss.

Please note: All costs exclude VAT. There is a foreign exchange charge for anyone paying in a foreign currency.

# BIDx® The Big One

The Vox – Birmingham  
24th & 25th November 2026



TBO remains Europe's largest gathering of bid, proposal, and capture professionals, offering unparalleled access to hundreds of bid and proposal management professionals.

Over the last 5 years, TBO has regularly seen 300 attendees per day congregate to share in our ethos of 'Learning, Connection and Fun'. Attendees represent a range of UK sectors, national and multi-national organisations, independent contractors and consultants, and increasingly are in roles including social value, capture and business development.

TBO gives attendees two days of high-octane interaction, learning and networking, all designed to help delegates be their bidding best. We offer community speakers, keynotes, industry experts, networking zones, exhibitor showcases, our annual awards ceremony, and much more.

Last year, we moved to a larger venue to better accommodate our sponsors and exhibitors, as well as new features to help make the experience even better for those attending. This will continue for TBO 2026, with a fantastic venue at The Vox (part of the NEC complex) which offers even more opportunities for brand visibility and promotion.

Building on the success of 2025, we continually enhance the design of the event based on delegate and sponsor feedback to ensure maximum impact and drive footfall to sponsorship interaction points.

# BIDx® The Big One

## Platinum sponsor x 1

The event sponsor will receive:

- The 'industry speaker' slot for a fireside chat with our skilled master of ceremonies to talk on your subject of choice,
- Main Room sponsor with branding on the entrance to the main room.
- Brand placement throughout the event, including on conference screens, and all printed event material
- On stage mentions at the start of each day
- Sponsorship of one award at the Annual Awards dinner
- Event entrance door sponsor branded vinyl wraps to showcase your brand
- Logo on TBO merchandise
- APMP UK website advertising
- Exhibitor stand
- In-app advertising
- Inclusion in advertising to members by email through monthly newsletter and on social media
- 4 x event tickets for your team
- 2 x event tickets to give away to sales prospects,
- 4 x awards dinner tickets.



# BIDx® The Big One

## Gold sponsor x 2

The event sponsor will receive:

- Breakout speaker slot on the main stage to give you a platform to share learning and knowledge with delegates
- Brand placement throughout the event, including on conference screens, and all printed event material
- On stage mentions at the start of each day
- Entrance door sponsor branded vinyl wraps to showcase your brand
- Logo on TBO merchandise
- APMP UK website advertising
- Exhibitor stand
- In-app advertising
- Inclusion in advertising to members by email through monthly newsletter and on social media
- 2 x event tickets for your team
- 2 x event tickets to give away to sales prospects
- 4 x awards dinner tickets.



# BIDx® The Big One

## Silver sponsor x 3

The event sponsor will receive:

- Opportunity for a breakout speaker slot to give you a platform to share learning and knowledge with delegates
- On stage mentions at the start of each day,
- Brand placement throughout the event, including on conference screens.
- In-app advertising,
- Logo on TBO merchandise,
- APMP UK website advertising,
- Inclusion in advertising to members by email through monthly newsletter and on social media,
- Exhibitor stand,
- 2 x event tickets for your team,
- 2 x event tickets to give away to sales prospects,
- 2 x awards dinner tickets.



# BIDx® The Big One

## Monday Night Sponsor

We're at a new location this year, and so it's more important than ever that we provide delegates with an opportunity to orientate themselves around the venue, as well as find new friends within the bidding and capture community.

As many will travel to Birmingham the night before BIDx® The Big One, Monday night provides an opportunity for APMP UK to host an informal networking event. Consisting of canapés, drinks and a tour of the venue, this networking event allows delegates to find their feet, and their buddies, ahead of a whirlwind two days of BIDx® energy.

How many packages are on offer? One

What will the sponsor receive?

The sponsor will receive:

- An opportunity to welcome guests and speak for up to 15 minutes.
- Pop-up banner / rolling video on screen / branding on screens, pillars etc. in the party area (dependent on final plan).
- In-app advertising.
- Inclusion in advertising to members by email and on social media.
- Follow up email / advertorial to attendees.

Pricing: £1,500



Can be available as a standalone package or an add-on to another package.

# BIDx® The Big One

## Wellbeing Room Sponsor

Many diverse people will be coming to The Big One, and it can be all-consuming. Our Wellbeing room is designed to provide a quiet, safe space to get away from the hustle and bustle. This won't be a room to take calls or chat (we have space for that elsewhere), more a room for quiet reflection, a place to still your mind.

We know that there are lots of organisations out there that live and breathe wellbeing, so this sponsorship package enables you to showcase how you do wellbeing. We'll simply provide you with a space (dimensions TBC), and you get to fill it with your initiatives and concepts. So whether its bean bags, sleeping bags or, headphones with calming music - whatever you can bring under the banner of wellbeing (bearing in mind this will be a quiet and calm room).

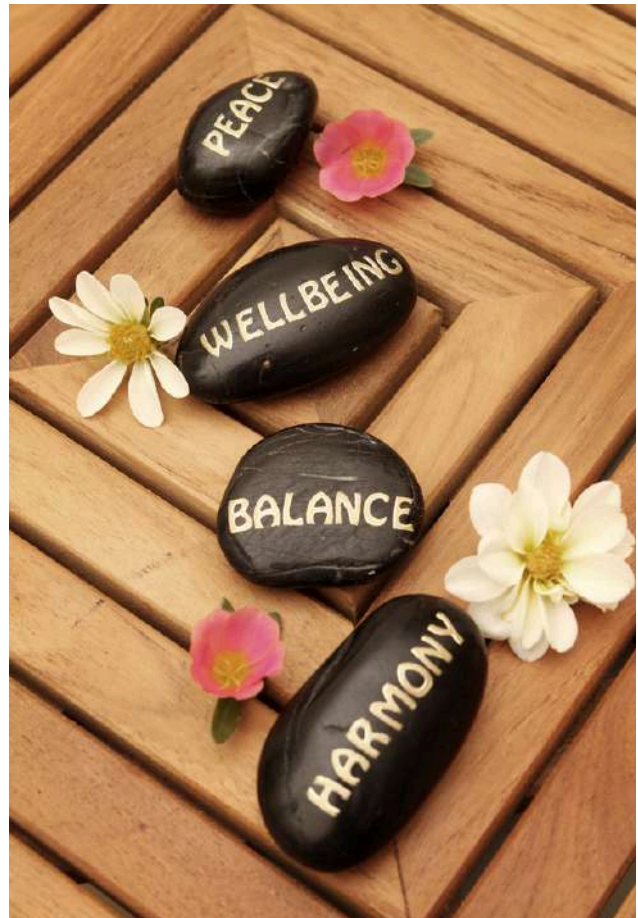
How many packages are on offer? One

What will the sponsor receive?

The sponsor will receive:

- A room dedicated to your wellbeing kit and initiatives.
- Your pop-up banner in the room.
- Mentions on social media as the wellbeing provider.
- Mentions on The Big One website on what the wellbeing room is and that it is provided by you.
- Mentions during the conference opening of the wellbeing room and that it is provided by you.
- 2 x TBO day tickets.
- The ability to give out wellbeing related branded merchandise to all delegates.

Pricing: £1,500



Can be available as a standalone package or an add-on to another package.

# BIDx® The Big One

## Exhibitors

If a person with buying power doesn't attend TBO themselves, then chances are they have asked one of their team to go see what products and services are out there to enable their organisation to be the best at bidding.

We've made the exhibitor area more accessible than ever. Not only are you right outside the main room, you're also where the buffet lunch is served. What better way to network with the membership than whilst grazing over some food? Not only have we created a space to drive higher footfall to the exhibitors, but the delegate badges will also include a QR code to the preferred contact details of the candidate; making opportunity capture and lead generation management far easier than ever before.

To highlight what you have to draw members to your exhibition stand, there will be a mention of every exhibitor and their giveaway during the day one welcome session.

**How many packages are on offer?**

Eight (others reserved for Platinum, Gold, and Silver Sponsors).

**What will each sponsor receive?**

Each sponsor will receive:

- 1 x exhibition space (1 x 6ft table with space for a banner either side, and power supply) – light boxes are available for an extra charge with the venue.
- On stage mentions at the start of each day,
- In-app advertising,
- Inclusion in advertising to members through monthly newsletter and on social media,
- 2 x event tickets for your exhibitor stand team,
- The opportunity to drive footfall to your stand through competition.



**Pricing: £3,000**

**Why should I sponsor this?**

Harness this opportunity and showcase what you do through an exhibitor space at TBO.

# BIDx® The Big One

## Brand shout outs

Your brand, vinyl wrap floor to ceiling columns: (example below)

How many are available: Eight



Pricing:  
£1,750 (prime)  
£1,250 (far end)

Registration desk branded logo, including your brand logo printed on all delegate badges

How many are available: One



Pricing:  
£2,000

# BIDx® The Big One

## Foyer screens

Landscape style 55" 4K UHD screens are located in the foyer area on either side of 4 columns (see right)

Multiple static/dynamic 1920(w) x1080(h)px PNG/JPG/MP4 files to be displayed, inclusive of scheduling up to three slides.

How many are available: eight

Pricing: £600 / screen



## Totems

Positioned between the foyer and halls, with the ability to be moved to a different area (see left)

55" UHD Mobile Totem can display a wide range of static or dynamic content.

How many are available: three

Pricing: £700 / totem

# APMP UK Annual Awards

APMP UK take great delight in celebrating the best of our industry through our annual awards ceremony. Comprising of a formal dinner and entertainment, it is an opportunity for sponsors to share in the success of bid and proposal professionals.

The annual awards are the highlight of the year, recognising the top talent within our industry. We regularly have over 200 awards attendees, as one of the highly sought after, valued member events in our calendar.



# APMP UK Annual Awards

## Awards Night Sponsor

The Awards night provides delegates with an opportunity to shine among their peers.

It's every members dream to be nominated for an APMP UK award at some point in their career. Our awards dinner is a celebration of success for our industry and last year had a record number of attendees.

How many packages are on offer?  
One.

Pricing: £7,000

What will the awards dinner sponsor receive?

The awards dinner sponsor will receive:

- Callout at the beginning and end of the awards presentation,
- Sponsorship of one award.
- Branding on tables e..g. menu cards and wine bottles
- In-app advertising,
- Inclusion in advertising to members through monthly newsletter and on social media,
- In-app advertising,
- 4 x tickets to the dinner for your team.



Why should I sponsor this?

Be associated with the buzz around APMP UK chapter awards, championing the best talent the UK has to offer.

# APMP UK Annual Awards

## Award Sponsor

Across a number of categories that cover the work across our industry, professionals are nominated either individually or as teams to receive an award. During the ceremony, we showcase the shortlisted nominees and then present the winner with their awards trophy.

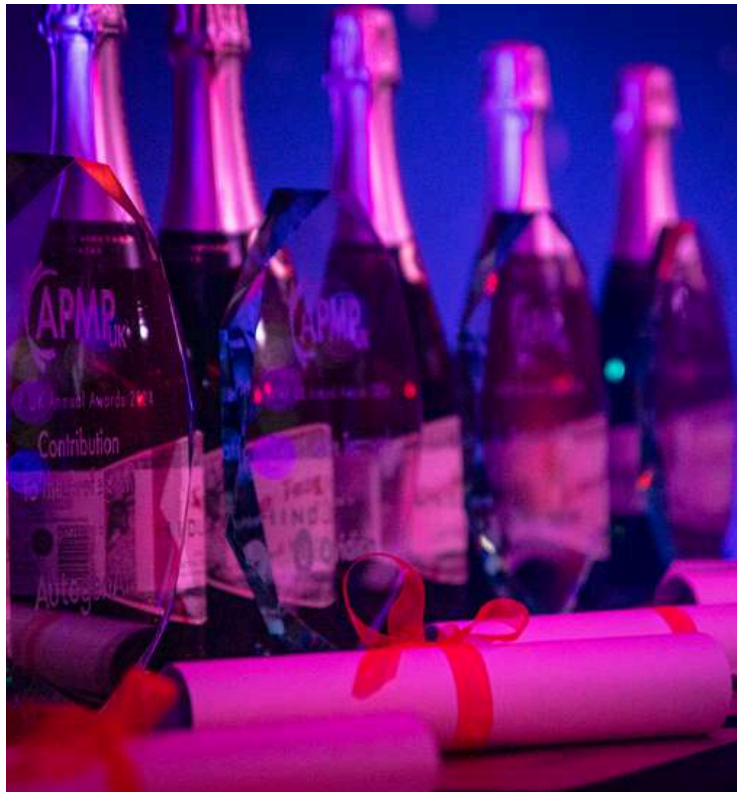
As the sponsor, you will be part of the announcement, stating why you sponsored that award, why the finalists got through and why the winner won. You'll hand over the glass trophy which shows the award category, APMP UK logo as well as your organisation's logo; and you get to pose for a photo too!

How many packages are on offer?  
seven (others reserved for Platinum and Awards Night sponsors).

What will the Award sponsor receive?

Each Award Sponsor will receive:

- 1-2 minute introduction/business overview before announcing the shortlist,
- Announce the shortlist on the main stage,
- Announce the winner on the main stage,
- In-app advertising,
- Inclusion in advertising to members by email and on social media,
- Logo/brand on award trophy,
- 2 x tickets to the dinner for your team.



Pricing: £850

# BIDx® The Big One

## Widening Access Sponsor

We would love to widen access to TBO and promote inclusivity and diversity within the industry by ensuring that financial constraints do not hinder the participation of talented individuals who might otherwise be unable to attend.

This inclusivity not only enriches the event by bringing in a wider range of perspectives and experiences but also fosters a sense of community and support within the industry.

Secondly, it can serve as an effective tool for talent discovery and development for sponsors. Attendees will often include young professionals and students who are eager to learn and contribute, but lack the resources to do so. By providing them with access to valuable learning and networking opportunities, sponsors can help cultivate the next generation of industry leaders.

Lastly, from a corporate social responsibility standpoint, sponsoring tickets enhances the reputation of the sponsor as a socially conscious and caring organisation, which can positively impact brand image and stakeholder relations.

We would like to acknowledge Shipley for inspiring this package as they have provided free TBO tickets for the last two years.

How many packages are on offer?

Unlimited.

- The widening access sponsor will receive:
- We will promote on stage and on our social media how many tickets you have sponsored
- We can also be references for any testimonial you need for social value or similar.

### Pricing: TBA

Talk to us about what would align with your values and needs, and the population you would like to support .



Why should I sponsor this?

Your company can support inclusivity and diversity activity (whether you have a formal Social Value programme or not), or focus on finding new talent and developing relationships and partnerships in the industry. This act of sponsorship is not just a gesture of goodwill, but a strategic investment in the industry's future and an effort to create a more equitable professional landscape.

# BIDx® The Big One

## Build your own package!

Our chosen venue for 2026 – The Vox, has a wide range of sponsorship and branding opportunities which we have never had before. The sky really is the limit.



If you would like to build your own sponsorship package or see more advanced branding opportunities, please speak with our Chief Relationships and Partnering Officer, Rachel Garwood – [Rachel.garwood@apmpuk.co.uk](mailto:Rachel.garwood@apmpuk.co.uk)

# BIDx® Roadshow Sponsors



Our roadshows are designed to be different. They are an opportunity for face-to-face engagement, in a dynamic space for reflection and learning, allowing delegates to take their learnings and use them in their daily lives.

We are looking to hold 2 events throughout the year and achieve a geographical spread across the country.

Roadshows are a more intimate environment targeting 50 attendees; designed to focus on a specific topic. The 2026 roadshows will align to our focus groups in public sector bidding, freelancers, bid writing and graphics. Roadshows provide a great opportunity for delegates to network and learn content beyond the Body of Knowledge and therefore is more appropriate for the seasoned professional. Roadshows are also a perfect opportunity to tie up with your own engagement activity, and so if you would like to tie an event to a roundtable, breakfast session or afternoon summit, then the roadshow is the place for you.

As our Roadshow Sponsor you will benefit from:

- A 15 minute slot to promote your company,
- 2 tickets to the event for members of your organisation,
- Brand awareness: Promotion of your brand amongst the bidding community through event advertising that will include your logo and company tagging in LinkedIn posts,
- Build business relationships: our events are a great space to find businesses you can collaborate with in the future,
- Brand affinity: leverage our high-quality events to showcase your credibility and reputation within the industry,

Contact [Rachel.Garwood@apmpuk.co.uk](mailto:Rachel.Garwood@apmpuk.co.uk) to express your interest.

Pricing: £2000



Manchester

# BIDx® Roadshow Merchandise Sponsors



Providing merchandise at a roadshow is a simple way to enhance the attendee experience and provide sponsors with a visible brand touchpoint.

We are looking to hold 2 events throughout the year and achieve a geographical spread across the country. At each one, there is the opportunity to work with us on providing our delegates with good quality merchandise.

Support the delivery of delegate packs at the BIDx® Roadshow and place your brand directly into the hands of every attendee. This opportunity offers a practical and highly visible touchpoint from the moment participants arrive, with co-branded materials distributed to all delegates. Available as either a standalone entry-level sponsorship or an add-on to enhance your existing Roadshow Sponsor package, it provides a simple and effective way to align your brand with a high-quality attendee experience and demonstrate your support for the APMP UK community.

As our Roadshow Merchandise Sponsor you will benefit from:

- Co-branded delegate materials (e.g. notebook and pen)
- Distributed to all attendees on arrival
- Sponsor logo included on pack items (alongside APMP UK 25<sup>th</sup> anniversary branding)
- Brand awareness: Promotion of your brand amongst the bidding community through event advertising that will include your logo and company tagging in LinkedIn posts
- 1 ticket to the event for a member of your organisation

How many packages are on offer?  
Two



Pricing: £1000

Contact [Rachel.Garwood@apmpuk.co.uk](mailto:Rachel.Garwood@apmpuk.co.uk) to express your interest.

# BIDx® Roadshow Tea/Coffee Sponsors



APMP UK is looking for coffee/tea sponsors for our 2026 roadshow events.

We are looking to hold 2 events throughout the year and achieve a geographical spread across the country. At each one, there is the opportunity to work with us on providing our delegates with much needed refreshments and sustenance.

As our sponsor you will benefit from:

- 2 tickets to the event for members of your organisation,
- Brand awareness: Promotion of your brand amongst the bidding community through event advertising that will include your logo and company tagging in LinkedIn posts,
- Build business relationships: our events are a great space to find businesses you can collaborate with in the future,
- Brand affinity: leverage our high-quality events to showcase your credibility and reputation within the industry,

This is a great way for bidding SMEs to gain visibility.

#### Pricing:

£250 and any vendor-provided merchandise to distribute to attendees

How many packages are on offer?

Two



Photo credit: Canva Pro

#### Why should I sponsor this?

Our roadshows are popular events and our delegates are always in need of good tea and coffee to keep them going. Have not only the appreciation of our delegates but also the chance to advertise your company to the APMP UK community.

# BIDx® Webinars



**Webinars are a great way for our membership to gain core learning and insights into the world of capture and bidding; whether foundational learning or master skills.**

The best sponsored webinars include an element of core learning for the member, as well as a description or demonstration of the product or service you offer. As a sponsored webinar, you are also able to use your own branded presentational materials to drive the discussion. You'll be supported by our webinar team, who will host the webinar on our platform, arrange a tech test and run-through, introduce you and facilitate the webinar behind the scenes.

We hold a minimum of one webinar per month. In 2025 we had 13 Webinars with 400 joiners, an average of 31 participants per session. Our highest rated session was 'Design Focus Group - A Little Goes A Long Way' which had 86 participants at its peak. Across all sessions in 2025 we had an average attendance rate of 46% against registrations.

Members can either join the session in real time or watch it afterwards on APMP TV (audience of 13,000 globally). You'll be supported by our webinar team, who will host the webinar on our platform, arrange a tech test and run-through, introduce you and facilitate the webinar behind the scenes.

### What will each sponsor receive?

Each sponsor will receive:

- Lead and deliver a 45 minute webinar,
- In-app advertising,
- Inclusion in advertising to members by email and on social media,
- Follow up email / advertorial to attendees,
- Webinar recording hosted on our APMP TV channel.

### How many packages are on offer?

Two: one every 6 months

**Pricing: £500**



### Why should I sponsor this?

Sponsored webinars have an event tag called "have you seen". This makes members aware that the webinar is targeted more at those with buying power/decision-making around the products and services they use. This means your webinar is aimed at the right people within our industry.

# APMP UK Website Sponsors



The APMP UK website is our chapters ‘shop window’ and received in the region of 21,000 users and 60% engagement rate in the last 12 months.

By choosing to be a sponsor on the APMP UK website, you will benefit from persistent, all year round brand awareness to a hyper-local target market that will benefit from the products and services that you have to offer. Supporting our chapter gives our members and future members exposure to your unique products and services that could benefit them in their bidding work.

### Package 1

Website home page sponsor.

Link to your website in the primary navigation. A call to action section just below the APMP UK hero banner that contains an image of your choice and directs the audience to wherever you would like. A thank you for your sponsorship section in the footer of the page.

### Package 2

Website page sponsor.

Sponsor a specific page, e.g. the Procurement page or Social Value page. You will receive a link to your website in the sub menu navigation of your chosen page. A medium length call to action section just below the page hero banner that contains an image of your choice and directs the audience to wherever you would like. A thank you for your sponsorship section in the footer of the page.

### What will each sponsor receive?

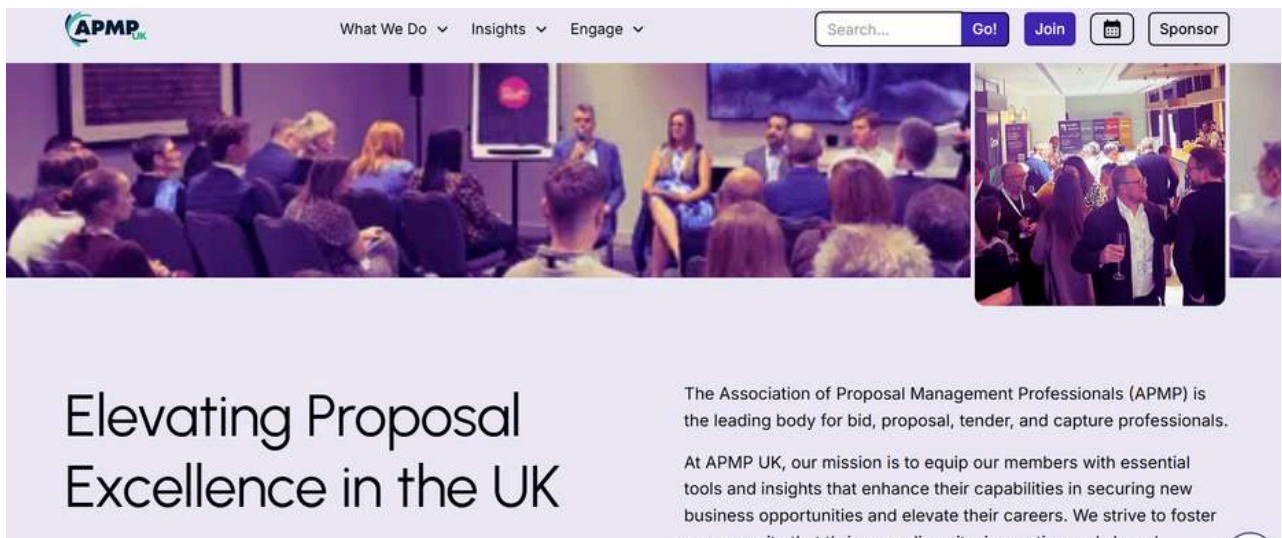
Each sponsor will receive:

- Logo and bio on the website partners page (visibility) with backlinks (good SEO),
- Social media spotlights and email campaigns to highlight the benefits of having a sponsor like you (positive sentiment),
- Association with APMP UK programmes (included in updates, the website page, and regular reporting from the programme lead so you can contribute),
- We can host links to resources you want to share on the partner site (white papers or other lead magnets).

### Pricing:

Package 1 - £500

Package 2 - £200



# Monthly Newsletter



Capture the undivided attention of nearly 3000 members each month through advertising space in our monthly newsletter.

With average 30% open rate, advertising space in our monthly newsletter will give you the chance to showcase your products and services, special offers and upcoming events to the APMP UK community.



## What will the sponsor receive?

Sponsor will receive:

- One banner ad in a newsletter,
- Link to your company website,
- Complete control over the design and content of your ad banner, on the understanding that the content aligns with APMP UK ethos and values.

Pricing: £200 per ad per month

## How many packages are on offer?

11 newsletters in 2026

## Why should I sponsor this?

Sponsoring our monthly newsletter will raise awareness of your offerings to the bidding and proposal industry and drive traffic to your organisation via your website. It's a first come first served basis so get in touch soon!

# Volunteer Appreciation

As a not-for-profit organisation, APMP UK relies heavily on its volunteers to deliver core benefits to its members. Without our volunteers, there wouldn't be an APMP UK Chapter.

Volunteering involves a great commitment from people to facilitate APMP UK operations during and outside of working hours. Whether as part of the events team, supporting marketing, driving social value or professional development, there's an army of people beyond the Chapter Board who help make things happen.

Our Volunteer Appreciation Event offers a meaningful and visible way for partners to align their brand with the people who power our community. This dedicated moment recognises the time, expertise and energy our volunteers contribute to delivering impactful events, resources and connections across the profession. By supporting this event, sponsors are positioned at the heart of that recognition—demonstrating a genuine commitment to professional development, community building and giving back. It's an opportunity to engage with a highly experienced and influential audience in a setting that is positive, personal and purpose-driven, while reinforcing your organisation's values and visibility within a trusted professional network.

## What will the sponsor receive?

The sponsor will receive:

- Advertising space in one newsletter,
- Visibility at TBO,
- Presence at the event with the opportunity to speak to the volunteers,
- Provision of materials about your organisation to the volunteers.

## How many packages are on offer?

One

Pricing: £1,000



## Why should I sponsor this?

Sponsors of volunteer appreciation initiatives will associate their brand as an organisation that values volunteerism, with the opportunity to publically recognise and express gratitude to the volunteer community that develop our profession.

# Rapport Mentor Programme



Sponsor the mentorship of the next generation of bid, proposal and capture professionals.

The APMP UK Rapport Career Mentoring Programme is a highly professional programme that focuses on the individual's career situation and aspirations within the bid and proposal profession. The aim is to help individuals to be the best they can be in their current role and to provide a platform to help them achieve their aspirations.

Our mentorship programme provides a high-class supportive and enriching relationship between mentors and mentees that facilitates professional and personal growth. Supported by training, resources and a network, our mentors are more than a friendly ear; they are fully prepared to support mentees in their development.

How many packages are on offer?

Two

Pricing: £1,000

What will the sponsor receive?

Sponsor will receive:

- Advertising space in one newsletter,
- Visibility at TBO,
- Advertising on the Mentoring section of the APMP UK website,
- Two email mail shots to all on the mentoring programme per year.

*"When the APMP Rapport Mentor Programme was announced, I saw this as a great opportunity to support others in a different way and also develop new skills too."*

Debbie Warner - Mentor

Why should I sponsor this?

Sponsoring our mentoring programme will naturally associate your brand with the development of bidding talent. You'll be seen as committed to the social responsibility of talent cultivation and giving back to the community, which can positively impact brand reputation.

# HOW TO APPLY TO BE A SPONSOR

## The Big One

All sponsorship packages for The Big One will be released on the microsite for the event, in a similar vein to the roadshows, but naturally listing all packages available.

The microsite for The Big One will be launched around Easter, in which you'll have a time window to get your applications in.

Given the prominence and impact of the TBO Gold level sponsor, we'd like to talk to you first, so please contact [Rachel.Garwood@apmpuk.co.uk](mailto:Rachel.Garwood@apmpuk.co.uk) Partnerships Director, if you are interested in this.

## Webinars

If you are interested in sponsoring a webinar then please email [events@apmpuk.co.uk](mailto:events@apmpuk.co.uk) and [webinars@apmp.co.uk](mailto:webinars@apmp.co.uk) and one of the team will be in touch to discuss details and plan a date for your webinar.

## Other packages

For all other packages, please [contact APMP UK to apply](#). We're opening the packages for payment in March 2026.

We're always happy to chat about what is entailed or any bundling and tailoring you would like, so get in contact asap and we'll do our best to get inventive.

### Sponsor and exhibitor agreements

We now require all TBO and Roadshow sponsors and exhibitors to sign, with APMP UK, a sponsor and exhibitor agreement to ensure we have transparency and agreement on the details of packages, liabilities and responsibilities.

# SELECTION PROCESS

It is important that APMP UK follows a fair and transparent process to secure sponsors. For our events such as TBO and roadshows, where there is more than one applicant for a specific package, APMP UK will select a sponsor using the following criteria.

**How does the theme of the event align with your business? 250 words**

5	Clear demonstrable alignment. Offers a seamless solution to APMP UK members across the event and the sponsor
3	Some alignment identified, but would need an element of moulding to make a perfect fit
1	Minimal alignment, the business doesn't fit with the theme
0	Did not answer

**What does your sponsorship of the event offer the membership community? Please state the benefits your sponsorship provides. 250 words**

5	A fully thought-out suite of benefits that demonstrates an innovative approach to your sponsorship benefitting members
3	Some benefits identified but could be considered standard to any sponsorship, not specific to this opportunity
1	Minimal benefits
0	Did not answer

# SELECTION PROCESS

**How would you use your sponsorship slot to further support the cause of APMP UK, increase awareness of APMP UK and its initiatives and help drive new membership? 250 words**

5	A comprehensive package of initiatives that increases APMP UK brand awareness through channels that APMP UK doesn't have primary access to
3	A package of initiatives that re-states APMP UK key messaging through similar channels that APMP UK has access to
1	Limited initiatives offered
0	Did not answer

**Have you sponsored an event previously? This question is designed to ensure we offer a variety of sponsors to our members. 100 words**

5	Never, it's the first time sponsoring APMP UK events
3	Previously sponsored APMP UK events, but not in the last 6 months
1	Previously sponsored APMP UK events within the last 6 months
0	Did not answer

**And finally: How would you use your industry speaker slot, and what key messages would you include? 250 words.**

# TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor') and APMPUK Ltd. By purchasing a package you are indicating your acceptance of these terms and conditions.

## ACCEPTANCE AND ALLOCATION

APMPUK reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship packages, which may be limited in number, will be generally allocated in the order of the receipt of payment. Allocation of sponsorship packages and trade table exhibits regardless of the preference indicated, and alteration of the venues, dates, and floor plan is at the discretion of APMPUK, whose decision will be final.

Please note that sponsorship and exhibitor spaces are strictly limited, and available on a first-come, first-served basis.

Delivery will only occur once full payment is received. For the avoidance of doubt, this includes no marketing, no access to venues, and any other entitlement listed.

## CANCELLATION POLICY

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the event/sponsorship start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the event/sponsorship start date will be subject to a 100% cancellation fee.

## LEGAL RESPONSIBILITY

APMPUK and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/ Sponsor during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify APMPUK in respect of any claim and demands in respect thereof. The Exhibitor/ Sponsor acknowledges that the APMPUK are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. APMPUK will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/ Sponsorship contract. In the event that the event or sponsorship opportunity is cancelled or delayed through no fault of APMPUK, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

## EXHIBITOR TRADE TABLE DISPLAY RULES

APMPUK shall determine the hours during which the exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.

The allocated exhibition trade table must be staffed at all times during the conference and removal of any exhibition display must not commence until after the last catering break of the final day.

All advertising material, such as a banner must be displayed within the designated trade table area. Excessive noise that inconveniences other exhibitors or the Conference must be avoided. Exhibitors must not obstruct thoroughfares, catering areas and/or exits.

While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

# TERMS AND CONDITIONS

## DETAILED REQUIREMENTS AND DUE DATES:

APMPUK requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.

Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, APMPUK are not responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by APMPUK are not received by the designated due date, their use for their intended purpose cannot be guaranteed, APMPUK are not responsible for any losses sustained as a result.

## SPONSORSHIPS

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and APMPUK. You must not do anything where you will, in any way, be represented that you are a partner of APMPUK.

## REGISTRATIONS

Sponsors/Exhibitors are not permitted to attend events or sessions unless the relevant tickets are offered as part of the particular sponsorship package.

## VENUE

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/ Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.



**#ProudToBeAPMP**

APMP UK Limited  
175 Wokingham Road  
Reading  
Berkshire  
RG6 1LT

[www.apmpuk.co.uk](http://www.apmpuk.co.uk)

Company Reg. No. 11800662  
VAT Reg. No. 315 5463 13  
DUNS No. 224682499