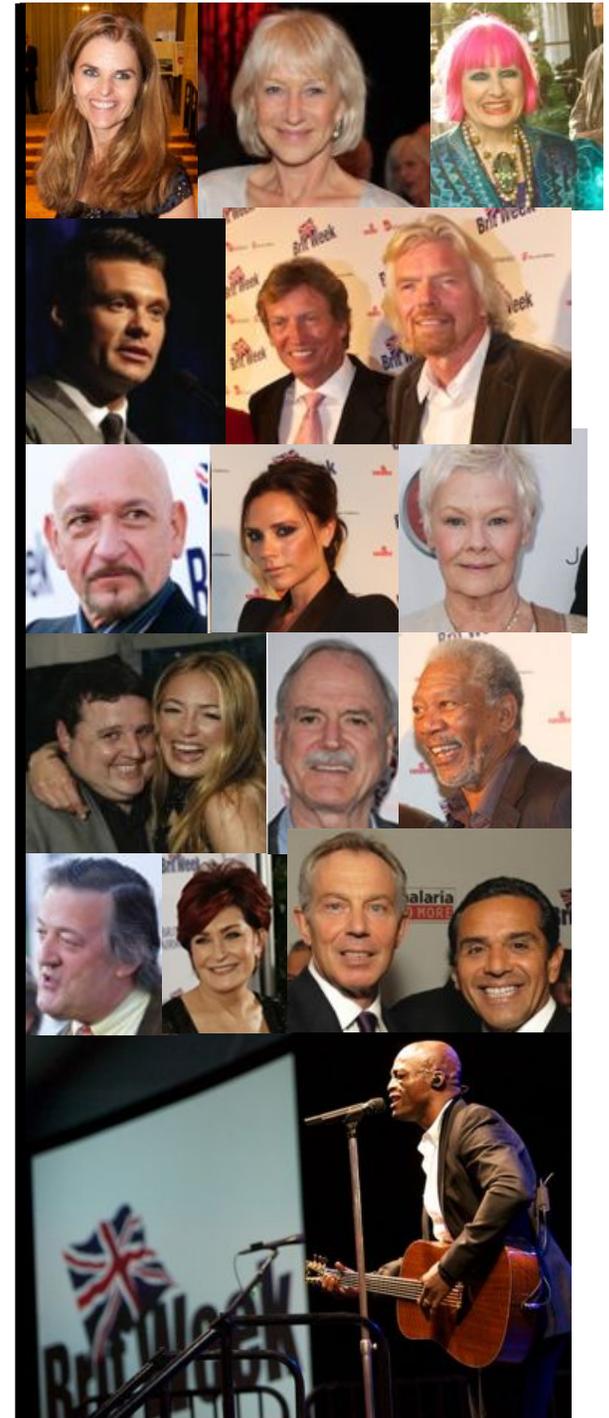


# BritWeek LOS ANGELES, 2012

## Sponsorship Proposal

Britweek is a 501c3 registered charity





## BritWeek by the numbers

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**349,000,000**

The number of media impressions throughout BritWeek 2011. From BBC to CNBC, The Financial Times to The Los Angeles Times, BritWeek permeates the press both sides of the Atlantic.

**\$1,500,000**

The amount of money BritWeek has raised for various charities since its inception. Beneficiaries have included Malaria no More, Save the Children, LA's BEST and many more.

**62**

The total number of BritWeek partners and sponsors in 2011 including the title sponsor, Jaguar

**18**

The number of major Britweek events over the course of BritWeek 2011 with many other smaller events throughout Los Angeles, Orange County and San Francisco. The number of events continues to grow each year as the schedule expands.

**5**

The number of years Britweek has been running. It was founded in 2007 by the British Television Director and Exec Producer of American idol, Nigel Lythgoe, and the then British Consul General in Los Angeles, Bob Peirce.

**2**

The number of weeks BritWeek now spans in April each year (it was just one week when initially launched, hence the name!)



## What is BritWeek?

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BritWeek's mission is to create greater awareness of the many ways in which Britain and California work closely together, and further build this relationship to advance business, the arts and philanthropy in both of these thriving regions of the world.

BritWeek is a program of events and activities held every spring focused on creativity and innovation. The events attract support from thousands of people including international celebrities as well as business and political leaders.

BritWeek's philanthropic and educational programs have raised more than \$1.5 million dollars towards meaningful causes including prevention of malaria, children's literacy and international professional internships.

***“The British are coming - and - they mean business.”***

***– Financial Times –***



# The BritWeek Audience

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***“A who’s who of industry power brokers joined international luminaries.” – Los Angeles Times***

BritWeek events attract an international, affluent crowd of celebrities, dignitaries and professionals who lead busy lives.

Interests include philanthropy, art, fashion, food, travel and entertainment. This is represented by the wide range of BritWeek events that take place.

Celebrities / Dignitaries associated with BritWeek include:

Prime Minister Tony Blair, Sir Richard Branson, David and Victoria Beckham, Maria Shriver, Helen Mirren, Morgan Freeman, Dame Judi Dench, Mayor Boris Johnson, Naomi Campbell, Simon Cowell, Eric Idle, John Cleese, Kathy Griffin, Nigel Lythgoe, Cat Deeley, Ryan Seacrest, Bruno Tonioli, Sharon Osborne, Russell Brand, Tracey Ullman, Kenneth Branagh, Sir Ben Kingsley, Ian McShane, Minnie Driver, Michael Sheen, Mayor Antonia Villaraigosa, Simon Fuller, Stephen Fry, Kelly Osborne, Billy Connolly, Vinnie Jones, Heidi Klum, Seal, and many more.





## Previous BritWeek Partners

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Sponsors of BritWeek have included:

Jaguar, Virgin Atlantic, Cunard, BBC, UK Trade & Investment, 19 Entertainment, HBO, British Airways, Diageo, Air New Zealand, BP, Hilton, and Variety among many others.





# Official BritWeek launch party at an Exclusive Hancock Park Mansion

## SIGNATURE EVENT

This event is celebrity heavy and is perfect for brands that want an informal personalized way of getting their products in front of these famous faces. The red carpet with its step and repeat ensures photos of the stars are blasted all around the globe and hitting computers and newsstands within hours. The attendees are generally high to very high net worth individuals, all of whom travel frequently, especially between the U.S. and the U.K.

- Invitation-only
- An Exclusive Hancock Park Mansion
- 300 VIP guests including celebrities, television talent, major sponsors, business, community and political leaders.
- Cocktails / Hors D'oeuvres / British-themed food stations
- Live Music
- 150,000,000 media impressions





# BritWeek Gala Charity Dinner

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## SIGNATURE EVENT

This formal but lively event is attended by high net worth individuals; numerous celebrities, political and business leaders. Sponsorship includes tickets to the event which offers an excellent client hosting opportunity. Step and repeat photos are again in huge demand from the press.

- Upscale gala dinner at a premium LA location
- 500 invitation-only guests including CEOs of major corporations, dignitaries, local and international celebrities, philanthropists and other VIPs.
- Tables: \$10,000 to \$25,000
- Previous honorees include Former Prime Minister Tony Blair, Sir Richard Branson and Timothy Leiweke
- Proceeds go directly to beneficiaries including Malaria no More and Save the Children
- Musical performances by Seal, Daughtry and David Archuleta
- 100,000,000 Media impressions





## Other signature BritWeek events

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### **FILM AND TV SUMMIT**

- Annual conference, paid attendance at The Beverly Hilton Hotel, Los Angeles
- Previous keynotes include Sir Ben Kingsley, Ian McShane and Helen Mirren
- 250 entertainment industry leaders – perfect for brands looking to tap these highly influential individuals

### **BUSINESS INNOVATION AWARDS**

- Annual awards competition dinner, in conjunction with UK Trade and Investment
- Awards for Innovation in Technology, Service and Design by UK and CA companies
- A primarily business audience of entrepreneurs, investors, business leaders and professionals
- Judges have included Sir James Dyson, Sir Ken Robinson and Maggie Shiels
- Keynote Speakers included Britain Minister of State for Trade and Investment Lord Green
- Special Innovation Award Honored Simon Cowell for Innovation in Entertainment

### **“BRITWALK” MAP**

- “BritWalk” map of luxury retailers, restaurants and hotels in and around Los Angeles
- 150,000 “BritWalk” maps distributed via Los Angeles Times, *Variety* and at BritWeek events.
- The easiest way to reach the general Los Angeles consumer

**PLUS** many more including fashion events, music events, car shows and art shows.





## Events keeping BritWeek fresh

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BritWeek continues to innovate fresh event concepts each year that best work for our partners and that give us the best opportunity to celebrate, educate and support new and deserving causes.

### THE JOY OF READING LITERACY PROJECT

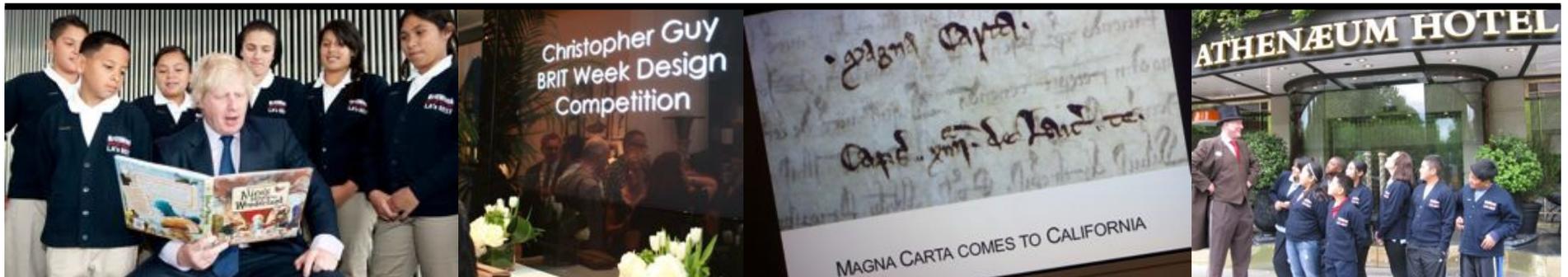
- Benefiting hundreds of schools and thousands of children in the most impoverished areas of LA
- Providing 84 libraries of classic British books and encouraging thousands of children to read and enter an essay writing competition
- The 8 winners, all aged 10-12 won an all expenses paid trip to London and meet with London Mayor Boris Johnson

### BRITWEEK HOSTS THE MAGNA CARTA

- One of the only 17 surviving original manuscripts was displayed at the Los Angeles County Museum of Art – and also in San Diego and San Francisco

### BRITWEEK DESIGN AWARDS

- The first ever Christopher Guy Design Award celebrating the work of talented young furniture designers
- Winners received international design internships with Christopher Guy in France and Singapore





# BritWeek Sponsorship Overview

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There are many ways to elevate your brand through a BritWeek partnership. From a full program sponsorship to individual event opportunities, our most productive partnerships have originated from identifying our mutual goals and personalizing the right program for your brand.

Some examples of possible sponsorship benefits include\*:

- Personalized Brand Integration with celebrities and VIP guests at our events
- Access to influencers based in LA, particularly high net worth individuals in entertainment, the arts, food, music and fashion.
- Tickets to our events for your company executives / guests
- Branding on all associated marketing materials - BritWeek is promoted everywhere in Los Angeles throughout April from the street banners on Wilshire Boulevard to the pages of the Los Angeles Times and *Variety* magazine.
- Brand logo on all event materials, step and repeat etc.
- Brand association through remarkable press coverage: a total of 349,000,000 media impressions in 2011.
- Cause marketing association, BritWeek is a 501(C)3 non-profit organization. The sponsorship fee is tax-deductible.

Sponsorship packages range from \$25k to \$250k

\* Benefits dependant on package





For more Information

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**BritWeek has many sponsorship opportunities available from full program partnerships to individual event opportunities. BritWeek is happy to work with you to personalize a proposal that fits with your objectives, for more information please contact Sharon at [sharonharrounpeirce@gmail.com](mailto:sharonharrounpeirce@gmail.com)**

