

BRITISH BANGLADESHI  
WHO'S  
WHO  
2010

SPONSORSHIP OPPORTUNITIES



## About the Publication

British Bangladeshi Who's Who is an annual publication celebrating the success and achievements of the best of Bangladeshi's here in Britain. The publication was first published in 2008 by the British Bangla Media Group and consisted over 200 profiles of personalities from various walks of life who have made it to the top within their sector. Sectors have broadly included, finance, politics, real estate, legal, media, catering, communications as well as other arenas.

Each year the publication is launched by virtue of a gala dinner, which is attended by VIP's, Public figures, various segments of the media as well as the individuals whose profile is included in the publication. This year will be no different with hundreds of guests expected to be present.

## What's in it for you

The publication is distributed nationally and obtains an extensive amount of exposure as a result. Moreover this publication is the definitive, original and only Who's Who guide for British Bangladeshi's, making it an attractive and sought after publication both to the public as well as prospective candidates who wish to feature in the publication.

Additionally, the launch gala dinner is televised, providing maximum exposure for sponsors, as well as providing a platform to introduce and further educate the audience about the sponsor's business activities. Attendees include some of the most wealthy, influential and renowned personalities in the community who are potentially very lucrative for any sponsor.

The publication also has most of the British Bangladeshi electronic and print media as media partners allowing not only the publication to be well promoted but additionally facilitating sponsors associated to British Bangladeshi Who's Who also to be in the public eye.



## LEAD SPONSOR



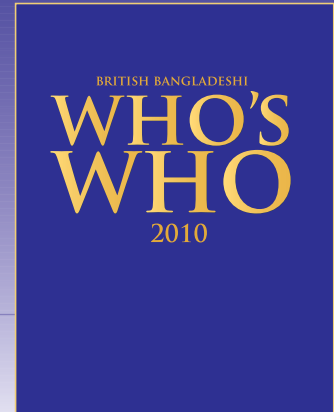
Only one lead sponsor can sponsor the publication and event, and this is an exclusive opportunity. This means that if you are the headline sponsor, you will be at the forefront of all the material associated with the publication as well as the gala dinner. Moreover no other sponsors from the same sector of business will be included elsewhere, or allowed to be associated with British Bangladeshi Who's Who 2010.

### **What the package includes:**

- Logo to appear in all material associated with publication, including newspaper adverts, television adverts, our website and any other promotional material
- Name of company to appear in press releases, both post and pre launch.
- Logo to appear inside publication as lead sponsor
- 2 full pages of advertising space in publication
- Logo to appear as headline sponsor in gala dinner
- Logo to appear on gift bag presented to guests during gala dinner. The bag will contain the publication. The sponsor's logo will be on one side of the bag and British Bangladeshi Who's Who logo on the other side. No other logos will be on the bag.
- Any literature or stationary can be placed in the gift bags.
- Two full (20 guests) tables to be provided at the gala dinner
- 5 minute presentation time will be provided to promote company to audience and explain why they decided to sponsor the 'British Bangladeshi Who's Who 2010'.
- Logo to appear on home page of the publication's website.
- Any other negotiable promotional activities agreed between sponsor and British Bangla Media Group.

**Lead Sponsorship Package Cost: £15,000**

## MAJOR SPONSOR



### **What the package includes:**

- Logo to appear in all material associated with publication, including newspaper adverts, television adverts, our website and any other promotional material
- Name of company to appear in press releases, both post and pre launch.
- Logo to appear inside publication
- 1 full page of advertising space in publication
- One item of stationary or literature can be placed inside gift bag containing the publication, which will be handed to the guests during the gala dinner.
- 1 table (10 guests) provided at the gala dinner.

**Major Sponsorship Package Cost: £7,500**

# GENERAL SPONSOR



## What the package includes:

- Logo to appear in all material associated with publication, including newspaper adverts, television adverts, our website and any other promotional material
- Logo to appear inside publication
- Half a page of advertising space in publication
- One profile allocated in publication
- Half (5 guests) a table at gala dinner

**General Sponsorship Package Cost: £3,000**

BRITISH BANGLADESHI  
**WHO'S  
WHO**  
2010

British Bangla Media Group  
c/o BRITISH BANGLADESHI WHO'S WHO  
Unit 2, 60 Hanbury Street  
London  
E1 5JL

Tel: 020 7377 8966  
email: [bbwhoswho@gmail.com](mailto:bbwhoswho@gmail.com)  
[www.bbwhoswho.co.uk](http://www.bbwhoswho.co.uk)