

THE RESILIENT BRAIN

BNA Festive Symposium 2024
10th December 2024 | Leeds, UK

BNA British
Neuroscience
Association
Making connections

SPONSORSHIP PROSPECTUS

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 www.bna.org.uk



ABOUT THE 2024 FESTIVE SYMPOSIUM

THE VENUE

WHY SPONSOR

PROGRAMME

SPONSORSHIP PACKAGES

- Headline sponsor
- Partnering organisation
- Drinks reception and Silver Package
- Additional opportunities

IMPORTANT INFORMATION

FESTIVE SYMPOSIUM 2024



The HIGHLIGHT of the year

The BNA Festive Symposium is one of the most popular events in the neuroscience calendar, with a reputation for lively and inclusive programmes which attract people interested in neuroscience across all stages of their career.

The Resilient Brain

Each year the BNA focuses on a central theme, which is launched at the Festive Symposium. The theme for 2024 will be 'The Resilient Brain'.

Throughout this lively and inclusive (and festive!) meeting, we will examine the theme from multiple viewpoints. The 2024 Festive Symposium will bring together neuroscientists in academia, the clinic and the commercial sector to share their latest research and explore the topic from multiple viewpoints including traumatic brain injury, resilience to ageing and disease, and mental health and protective lifestyle factors.

250 delegates come from across the UK to hear our renowned speakers give talks on their latest research surrounding this theme.



Body



THE VENUE

THE METROPOLITAN HOTEL, LEEDS

The Met Hotel Leeds has welcomed guests for over a century. Designed by local architects, the hotel is renowned for its Victorian terracotta facade and stone cupola taken from the city's demolished 4th White Cloth Hall. Today, The Met Hotel Leeds is still a much-loved landmark in Leeds' cityscape, blending the original design with contemporary interiors to create a Leeds 4-star city centre hotel. Conveniently located just minutes from Leeds train station and in the centre of the city.



WHY SPONSOR

CONNECT

Enhance your network and access new leads by engaging with the wider neuroscience community.

INFORM

Drive thought leadership and share innovations with the scientific community through a speaker session and networking opportunities.

INFLUENCE

Enhance your organisation's visibility and influence by establishing your presence at a key event in the neuroscience calendar.

By supporting this event, sponsors will not only contribute to the advancement of neuroscience but also position themselves as leaders in this cutting-edge field.

As well as reaching delegates on the day, by sponsoring this event you will also access approx. 3000 BNA members via our newsletters and printed publications and 73,000 followers of the BNA's social media channels.

We would love your organisation to be part of this exciting event.

If you would like to discuss this in more detail, please contact Louise Tratt, Head of Meetings and Events (louise.tratt@bna.org.uk).



PROGRAMME

The programme has been designed with supporters in mind, allowing ample time for networking across five breaks (see outline below). The exhibition, registration and catering will all take place in one central space, next to the lecture room.

10:00 – 10:30 – REGISTRATION [networking]

10:30 - Welcome and start of meeting

SESSION ONE

11:45 - 12:15 - BREAK AND REFRESHMENTS [networking]

SESSION TWO

13:00 - 14:00 – LUNCH [networking]

SESSION THREE

15:00 - 15:45 - BREAK AND REFRESHMENTS [networking]

17:00 - DRINKS RECEPTION FOR ALL SPEAKERS AND DELEGATES [networking]

HEADLINE SPONSOR

£5,000 - Exclusive Opportunity

As the main sponsor of this event, you will gain unrivalled access to a unique and focused audience of neuroscientists - you will also have the chance to connect with the BNA's 3000 email subscribers and social media followers (over 73k in total). You will be the sole sponsor to feature across all the event's branding including signage, name badges, and holding slides during the presentations. Moreover, up to four individuals at your organisation will have the opportunity to network with speakers and BNA guests at the evening VIP dinner.

Headline Sponsor Benefits:

- Exhibition stand in the reception foyer
- Support of plenary speaker
- 1 x 20 min speaking slot
- Prominent branding associated with Festive symposium and plenary speaker
- 4 x places to attend the Festive Symposium
- Exclusive mailshot to delegates
- 4 x places to attend the Festive Celebration Dinner
- Inclusion in BNA+ eNewsletter to the neuroscience community
- Six month web banner on the BNA website
- Logo on name badges, onsite signage, front of onsite printed programme
- Holding slides throughout event and plenary speaker session



PARTNER ORGANISATION

£1,250 - 4 opportunities available

We are delighted to invite your organisation to become a partner organisation for the Festive Symposium.

This is the perfect opportunity to contribute to the programme by supporting one of the 6 available talks and contributing to the overall meeting content.

Our partner organisations will benefit from a truly collaborative experience by receiving prominent branding across social media channels and at the event onsite itself.

Partner organisation benefits:

- Support x 1 speaker session
- Branding associated with Festive symposium and prominently for the associated session speaker
- 2 x places to attend the Festive Symposium
- 2 x places to attend the Festive Celebration Dinner
- Pop up banner in the reception foyer
- 3 month web banner on the BNA website
- Logo on holding slides, event page, in printed programme



Image from last year's Festive Symposium (2023)

DRINKS RECEPTION

£1,500 - exclusive opportunity

The drinks reception takes place at the end of the symposium and is always well-attended by delegates keen to carry on conversation over a glass or two. Your organisation would be the sole brand at this special celebration.

Drinks Reception sponsor benefits:

- Pop up banner and flyers in drinks reception area
- Logo on holding slides, event page, in printed programme
- 2 x places to attend the Festive Symposium
- 2 x places to attend the Festive Celebration Dinner

SILVER SPONSOR

£750 - 4 opportunities available

Showcase your organisation by having a presence at the Festive Symposium. The reception area will serve catering and refreshments, and will be used to host all the delegates for x 5 networking breaks throughout the event.

Silver sponsor benefits:

- Pop up banner in reception area
- Logo on holding slides, event page, in printed programme
- 2 x places to attend the Festive Symposium
- A5 advert in the printed programme

ADDITIONAL OPPORTUNITIES

POSTER PRIZE - £1,000

We would be delighted to offer a poster prize, sponsored by your organisation. Presenting a poster allows students to gain valuable insights and experience of showcasing their research. Prize sponsorship includes:

- Branded award certificates, plus promotion and branding in the printed programme, online and via our social media channels
- Branding on slides, x1 organisation representative to award the prize during the event
- 2 x £250 prize money for a student and ECR prize

TRAIN OVER PLANE GREEN TRAVEL GRANT - £500

As part of our ongoing commitment to reducing climate change, the BNA are pioneers in awarding a 'Train over Plane' bursary to allow students to take the most carbon efficient form of transport. Be part of this important initiative; your organisation will enjoy branding associated with the bursary scheme and will be acknowledged in all related communications including with bursary award recipients.

ADVERT IN PRINTED PROGRAMME

A4 ADVERT - £500

A5 ADVERT - £300

This is a great opportunity to showcase your organisation through a medium which will be seen by all attendees of the event. It is an effective way of sharing what you do, what opportunities you offer and key contact details for our delegates to use.

OVERVIEW

Core Benefits	Headline Sponsor £5,000 (Exclusive)	Partner organisation £1,250	Drinks Reception £1,500 (Exclusive)	Silver Package £750
Exhibition stand with table, chairs and power supply, and two stand personnel registrations	✓			
Additional registrations to attend the event	4	2	2	2
Invitation to Festive Celebration dinner with speakers and special guests	4	2	2	
Pop up banner in reception foyer		✓		✓
Company profile on website with direct hyperlink to organisation website	✓	✓	✓	✓
Acknowledgment of support in holding slide during event	✓	✓	✓	✓
Additional benefits	<ul style="list-style-type: none"> • Support plenary session • 20 min speaking slot • Exclusive mailshot • Inclusion in BNA+ • Six month web banner • Logo on badges, signage, programme 	<ul style="list-style-type: none"> • Support one session • Three month web banner • Logo on event page and in printed programme 	<ul style="list-style-type: none"> • Pop up banner and flyers in drinks reception area • Logo on event page and in printed programme 	<ul style="list-style-type: none"> • Logo on event page and in printed programme • A5 advert in programme

IMPORTANT INFORMATION

Date: 10th December 2024

Venue: Met Hotel, Leeds

If you would like to discuss sponsorship opportunities not listed here, please contact Louise Tratt (louise.tratt@bna.org.uk).

Please note, all the prices stated in this document are excl. VAT.

All flyers and advertising are subject to approval by the BNA.

Please complete the accompanying booking form and return to louise.tratt@bna.org.uk to secure your place.

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