



BVRLA

2025 Partnership Opportunities

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Foreword

The world of automotive, fleet and mobility services is evolving at a frightening pace. If you don't stop occasionally to take stock and consider the impacts, you can get left behind or make the wrong decisions.

This is why BVRLA events exist.

In London, Birmingham and the UK's automotive heartland, the BVRLA's flagship conferences brought hundreds of our industry's top decision-makers together to discuss the important topics in 2024.

From AI to the ZEV Mandate we have addressed the most pressing and exciting issues, assembled the best speakers and delivered some compelling content in settings that have enabled quality networking.

Bringing the whole fleet and mobility services ecosystem together is what we do best. This is why we work so hard to attract SMEs, local authorities, national policymakers, fleet operators and representatives from adjacent industries, with the offer of heavily subsidised or free tickets.

Doing all this requires significant investment and expertise and we can only do it by joining forces with colleagues from across the industry. The best partnerships take time to

come together, which is why we are coming to you now to share our exciting plans for 2025.

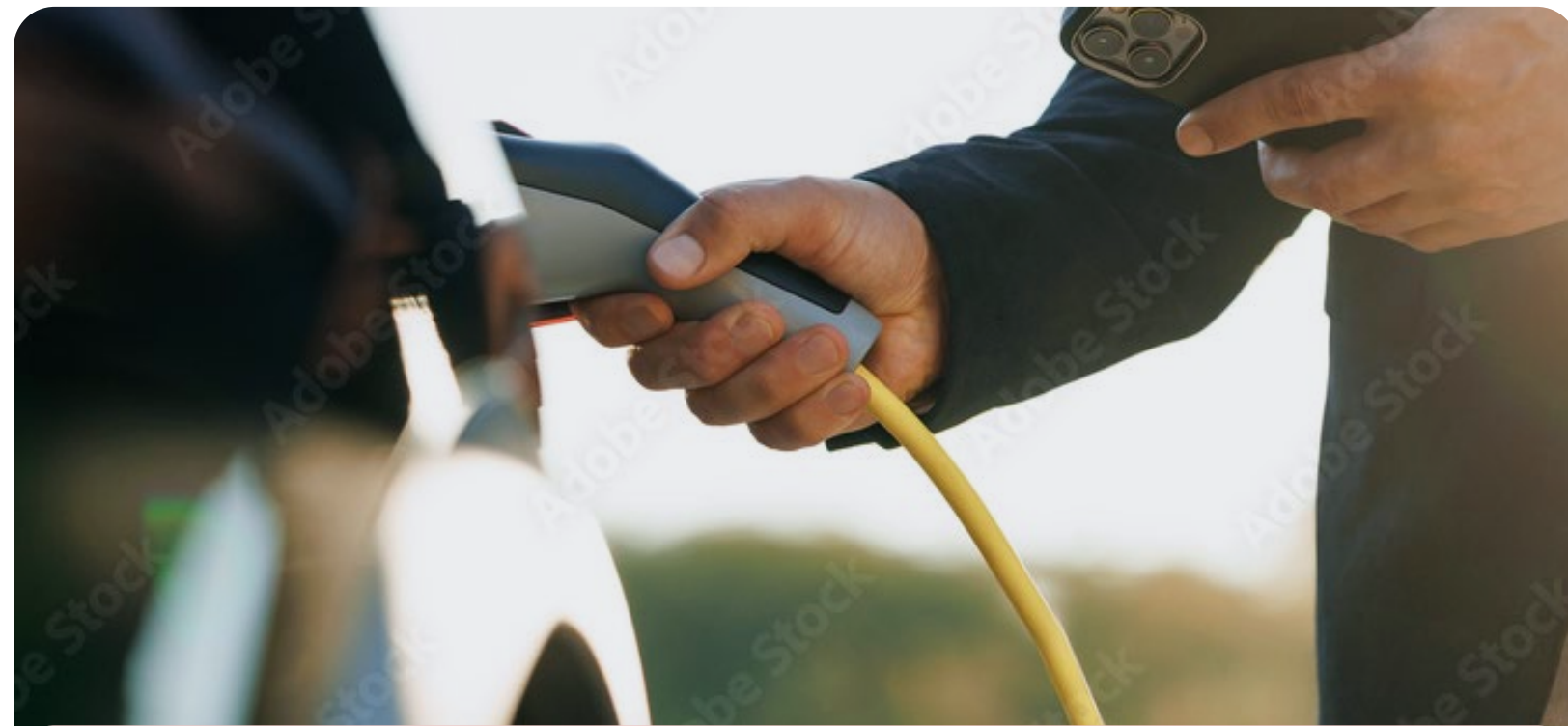
Whatever your business strategy, target audience or marketing budget, we think this prospectus contains some great opportunities to work with the BVRLA and its 1000+ members.

However, whenever and wherever we collaborate next year, thank you so much for your continued support.



Toby Poston
Chief Executive

A handwritten signature in black ink that reads "T Poston".



Our Vision

To see Government and Industry united in delivering zero-emission road transport that provides environmental, social and economic benefits to everyone.



Our Mission

To inform, inspire and influence the automotive community in meeting the road transport needs of society.



Our Purpose

To be an indispensable resource and champion for the road transport community.

Our Events

The BVRLA's packed events programme contains three flagship conferences, spanning all corners of membership and the sectors in which members operate. Each gives delegates an opportunity to gather business insights, understand best practice and hear about the impact that latest trends will be having on their business.



Why Support Us?



1 Direct Engagement with your Target Audience

Face-to-Face Interactions Direct access to key decision makers allows you to build relationships in a personal and engaging way.

Lead Generation Offering special discounts, trials, or data-capturing activities means you can collect leads and follow up with customers' post-event.

2 Marketing Opportunities

Sponsor-Specific Perks You can secure highly valued speaker slots and in-agenda marketing opportunities, in addition to being featured in marketing campaigns before, during, and after the event.

3 Brand Visibility and Exposure

Wide Audience Reach Exposure to BVRLA-curated audience, which includes hundreds of decision makers in your target demographic.

Online and Offline Visibility Multi-channel exposure is guaranteed for every event. Presence in social media, website and email marketing can be bolstered by producing articles, placing advertising and participating in the BVRLA's flexible thought leadership calendar.

Media Coverage Our events attract media attention, giving you potential visibility through interviews, news articles, and social media mentions.

Why Support Us?

4 ROI-Driven Sponsorship Packages

Flexible Packages Tailored to fit different budgets and goals, from title sponsorships to exhibitor space, ensuring a high return on investment.

Measurable Results The opportunity to measure the impact of your sponsorship, whether through leads or sales generated, website traffic spikes, or making connections with potential new partners or suppliers.

5 Recognition as a Thought Leader

Position yourself as an innovator or expert voice in your industry through speaking opportunities, panels at the event, or via wider thought leadership opportunities from the BVRLA.

6 Networking Opportunities

Industry Connections Network with other industry leaders, influencers, and businesses at the event.

7 Supporting Industry Growth

Advocating for the sector You become a BVRLA 'Industry Champion' sharing our knowledge and perspectives with wider stakeholders and government.

8 Positive Publicity and Recognition

Brand Credibility Aligning with BVRLA boosts your credibility, positioning your company as a trusted brand in the eyes of consumers and industry peers.





Fleets in Charge

CONFERENCE 2025

 **2nd July 2025**

 QEII Centre,
Westminster

The BVRLA's Fleets in Charge Conference shines a spotlight on the zero emission and future mobility policies, business models and technologies transforming our industry. It hosts the launch of our annual Road to Zero Report Card and includes unique keynotes and lively panel debates, all on the doorstep of the Houses of Parliament.

Exclusive insights punctuate every session throughout the day, with over 250 delegates hearing from senior policymakers, EV trailblazers and industry experts. Previous agenda points have included:

- Navigating ZEV mandate and understanding its impact
- Strategies from top fleet operators leading the transition to electric
- In-depth discussions on charging infrastructure, battery management and the Road to Zero
- Insights into the rapidly growing market for used BEVs and the shifting landscape of EV insurance



Leasing Broker 25 Conference

 **October 2025**

 **London**

Returning to London in 2025, the conference is the biggest annual gathering of leasing brokers. This free-of-charge event delivers a prime opportunity for networking with more than 250 entrepreneurial decision-makers who are all ready to invest in solutions that can help them stand out in an increasingly competitive and fast-moving marketplace.


Key topics on the agenda include:

- **Automotive Trends** – New business models, new operating models and new vehicle models.
- **Economic Outlook** – Our expert economist unveils the economics and trends shaping the future operating environment.
- **Technology** – Exploration of how AI, telematics, connected vehicles and digital platforms are impacting the leasing sector.
- **Compliance and Industry Regulation** – How to stay compliant in a rapidly changing landscape.
- **Industry Reputation** – Strategies for maintaining and improving the reputation of leasing brokers.



The only conference in the year that brings the full range of BVRLA members together. Our Industry Outlook Conference at the British Motor Museum, Gaydon, helps members to prepare for the year ahead.

 **4th December 2025**

 British Motor Museum,
Warwickshire

Themes underpinning every Industry Outlook Conference:

- **Market Disruptions and Growth Opportunities:** Addressing factors such as electric vehicle (EV) adoption, supply chain issues, and evolving consumer preferences.
- **Regulatory and Compliance Challenges:** Discussions about upcoming changes in legislation and compliance that could impact the industry.
- **Technology and Innovation:** The role of cutting-edge technologies, such as AI, automation, and data analytics, in shaping the future of the automotive industry.

Our Packages

We understand that budgets, ambitions and internal resources are unique to every company and liable to change over time. As such, we have developed a range of packages that allow partners to find an option that enables them to meet their strategic goals within the resources available.



Headline Sponsor

Price on Application

1 x package available per conference



2nd July 2025
QEII Centre,
Westminster



October 2025
London



4th December 2025
British Motor Museum,
Warwickshire

Includes 8 x tickets to attend



Branding

- Strong presence on event homepage on BVRLA website
- “In association with” branding across all event materials and marketing collateral
- Prominent branding on “I’m attending” social media asset, shared with all delegates to amplify to their network.
- Bespoke social media asset “Proud to be headline sponsor” (wording tbc) for use at partner discretion
- Standalone social media asset “I’m speaking at” (wording tbc) for partner representative(s)

10 minute speaker slot or opportunity to Chair a panel session

Event Guide

- Foreword of up to 200 words
- Speaker bio and headshot
- Company overview and logo placement

Chance to contribute to BVRLA research presented at the conference (Fleets in Charge and Industry Outlook Conferences only)

Blog or Podcast

The BVRLA’s established thought leadership programme (comprising of written blogs and The Inside Track podcast feed) provides content to support members and the wider sector, across a host of issues and developing topics. We will work with you to identify a suitable subject and format to help land your key messages, underpin your involvement with the event, and position your company as a knowledgeable and trusted partner.

Headline Sponsor continued...

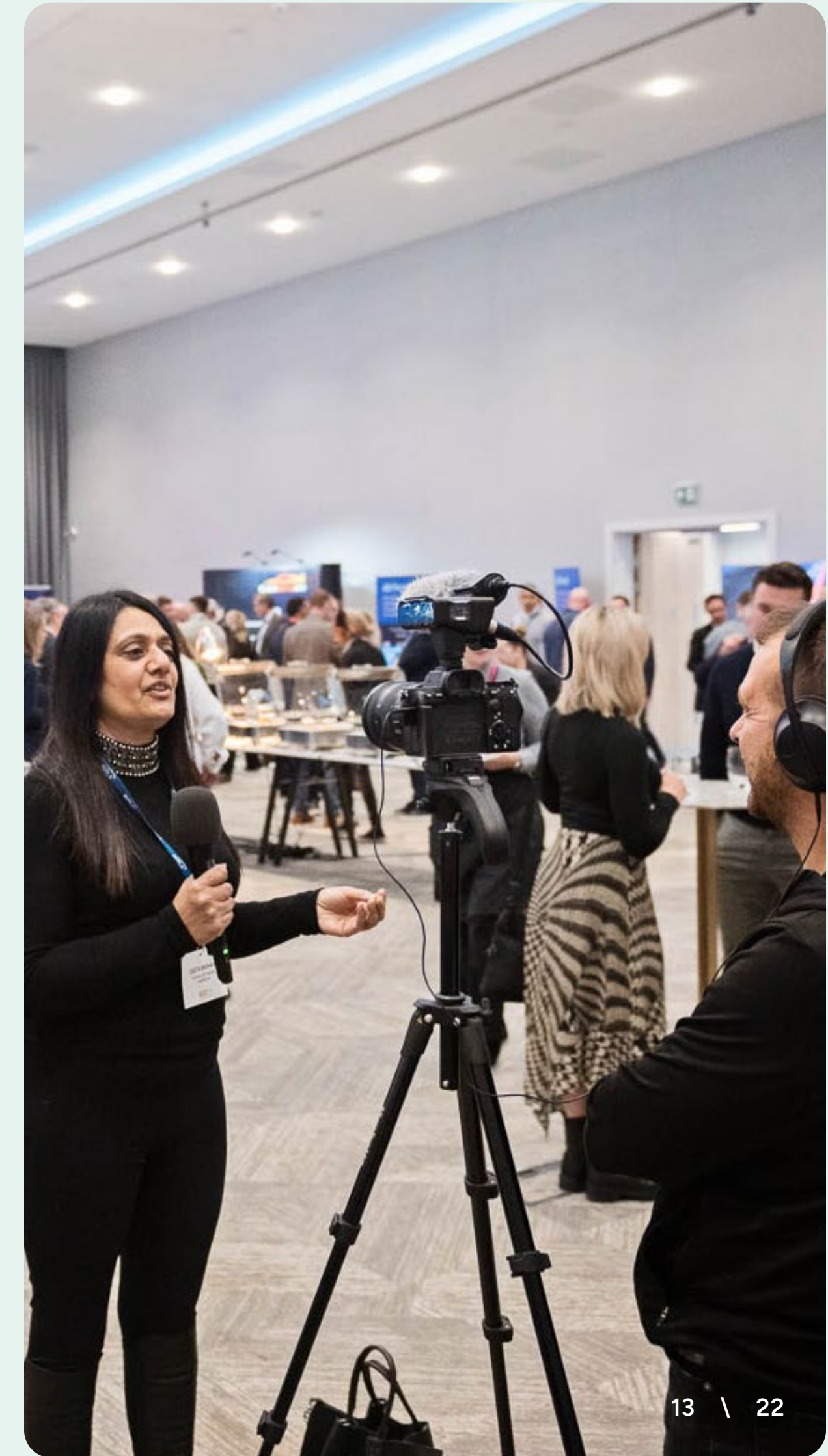


A piece to camera for both parties to post to LinkedIn (optional)

Co-branding of any suitable merchandise / goodie bag for each place setting/chair in main plenary (subject to further discussion)

Premium Exhibitor space during conference (Size and location)

Ongoing support from BVRLA Events Team to ensure you get the most out of your sponsorship and the event



Social media posts

- LinkedIn is the BVRLA's primary social media channel to engage with its key audience, with over 10,000 followers. Ahead of, during, and after the event, a social media marketing campaign will frequently reference your involvement — alongside other partners — and tag the account(s) of your choosing
- A standalone post will be issued via LinkedIn to confirm your spot as Headline Sponsor and include a short comment from your spokesperson (if desired)



Partner

Price on Application

4 x packages available per conference



2nd July 2025
QEII Centre,
Westminster



October 2025
London



4th December 2025
British Motor Museum,
Warwickshire

Includes 4 x tickets to attend



Branding

- Logo to be included on event homepage on BVRLA website
- Branding on the "I'm attending" social media asset. Shared with all confirmed delegates for them to amplify their attendance to their network.
- Standalone social media asset "Proud to sponsor" (wording tbc) for use at your discretion
- Standalone social media asset "I'm speaking at" (wording tbc) for use at yours (and your speaker's) discretion

Social media posts

- LinkedIn is the BVRLA's primary social media channel to engage with its key audience, with over 10,000 followers. Ahead of, during, and after the event, a social media marketing campaign will frequently reference your involvement — alongside other partners — and tag the account(s) of your choosingspeaker's) discretion

Speaker

- Either Panel Slot, Chairing Panel Session or 5 points in 5 Mins to be discussed

Event guide

- Speaker bio and photography in event guide
- Company overview
- Exhibitor space during conference

Networking Sponsor

Price on Application

1 x package available per conference

Leasing Broker 25
Conference

October 2025
London

Includes 3 x tickets to attend



Branding

- Logo to be included on event homepage on BVRLA website
- Branding on the “I’m attending” social media asset. Shared with all confirmed delegates for them to amplify their attendance to their network.
- Standalone social media asset “Proud to support” (wording tbc) for use at your discretion

Social media posts

- LinkedIn is the BVRLA’s primary social media channel to engage with its key audience, with over 10,000 followers. Ahead of, during, and after the event, a small number of dedicated posts will reference your involvement — alongside other partners — and tag the account(s) of your choosing

Display stand in networking area

Branded post-event drinks reception

Event Guide

- Company overview and logo placement

Exhibitor

Price on Application

6 × packages available per conference

**Fleets
in
Charge**
CONFERENCE 2025

2nd July 2025
QEII Centre,
Westminster

**Leasing
Broker 25**
Conference

October 2025
London

**INDUSTRY
OUTLOOK**
CONFERENCE 2025

4th December 2025
British Motor Museum,
Warwickshire

Includes 3 × tickets to attend



Branding

- Logo to be included on event homepage on BVRLA website
- Standalone social media asset "Find us at" (wording tbc) for use at your discretion

Social media posts

- LinkedIn is the BVRLA's primary social media channel to engage with its key audience, with over 10,000 followers. Ahead of, during, and after the event, a small number of dedicated posts will reference your involvement — alongside other partners — and tag the account(s) of your choosing

Exhibitor space during conference

Screen Advertising during conference

Event Guide

- Company overview and logo placement

Advertising

Price on Application

4 x packages available per conference

**Fleets
in
Charge**
CONFERENCE 2025

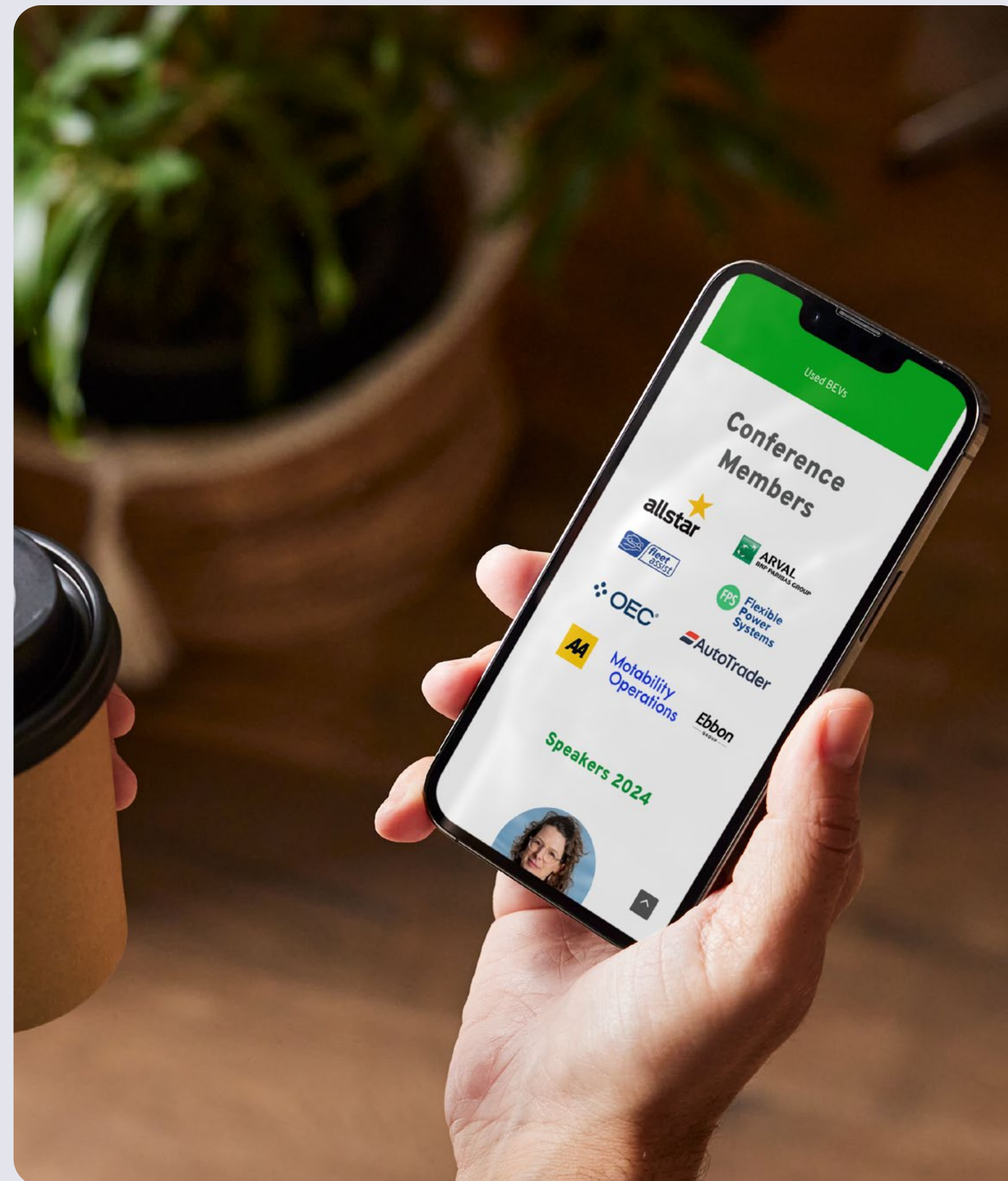
2nd July 2025
QEII Centre,
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**Leasing
Broker 25**
Conference

October 2025
London

**INDUSTRY
OUTLOOK**
CONFERENCE 2025

4th December 2025
British Motor Museum,
Warwickshire



Social media posts

- LinkedIn is the BVRLA's primary social media channel to engage with its key audience, with over 10,000 followers. A single post ahead of, during, and after the event (three in total) will reference your involvement — alongside other partners — and tag the account(s) of your choosing



Screen Advertising on Reception Area of conference

½ Page advert in Event Guide

Branding — logo to be included on event homepage on BVRLA website

Learning & Development

BVRLA Learning & Development offers a blended approach to training combining a range of instructor-led courses, accreditations and e-learning solutions that aim to raise standards and professionalism across the vehicle rental and leasing sectors. Content is designed to promote best practice, encourage knowledge sharing, skills acquisition and increase competence.



L&D Sponsorship Partner for Rental

Price on Application

This package includes sponsorship across the following BVRLA training courses

- [Your Introduction to the BVRLA and Daily Rental Instructor-Led Course](#)
- [BVRLA Electric Vehicles \(Cars\) - Operational Technical Support for Rental Instructor-Led Course](#)
- [BVRLA Penalty Charge Notice Instructor-Led Masterclass](#)
- [BVRLA Vehicle Rental Operator Skills Assessment](#)
- [BVRLA Marketing your Business](#)
- [BVRLA Understanding UK Commercial Vehicle Legislation - Instructor-Led Course](#)

During each Course

- Prerecorded 3–5-minute video promoting your organisation to be shown during the course
- Your logo on all slides

Post Course

- Delegate details shared with you where possible
- Branded post-course email sent to delegates with your contact details
- Your logo on all communications to delegates
- Social media post after each course highlighting the partnership

Exhibitor Space and speaker slot at BVRLA L&D Event



Social media posts

- LinkedIn is the BVRLA's primary social media channel to engage with its key audience, with over 10,000 followers. Ahead of, during, and after the training course, a small number of dedicated posts will reference your involvement — alongside other partners — and tag the account(s) of your choosing

L&D Sponsorship Partner for Leasing

Price on Application

This package includes sponsorship across the following BVRLA training courses

- [BVRLA Consumer Duty Training Programme](#)
- [BVRLA Understanding Residuals and Future Vehicle Values](#)
- [BVRLA Your Introduction to the BVRLA and Vehicle Fleet Industry](#)
- [BVRLA SHIFT in Sales Training Programme](#)
- [BVRLA Complaints Management in a Regulated Environment \(Forbearance & Safeguarding\)](#)
- [BVRLA Electric Cars - what do your customers expect you to know?](#)
- [BVRLA Understanding Salary Sacrifice](#)
- [BVRLA Understanding Whole Life Costs, Fleet Tax and Finance Essentials](#)

During each Course

- Prerecorded 3–5-minute video promoting your organisation to be shown during the course
- Your logo on all slides

Post Course

- Delegate details shared with you where possible
- Branded post-course email sent to delegates with your contact details
- Your logo on all communications to delegates
- Social media post after each course highlighting the partnership

Exhibitor Space and speaker slot at BVRLA L&D Event



Social media posts

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About Us

The BVRLA represents over 1,000 companies engaged in vehicle rental, leasing and fleet management. Our membership is responsible for a combined fleet of nearly 4.1 million cars, vans and trucks — one-in-ten of all vehicles on UK roads.

BVRLA members represent the demand-side of the automotive industry, buying around 50% of new vehicles, including over 80% of those manufactured and sold in the UK. In doing so, they support almost 500,000 jobs, add £7.6bn in tax revenues and contribute £49bn to the UK economy each year. Together with its members, the Association works

with policymakers, public sector agencies, regulators, and other key stakeholders to ensure that road transport delivers environmental, social and economic benefits to everyone.

The Association sets industry standards and constantly works to see them raised. This is achieved by requiring all members to follow the appropriate Codes of Conduct, adherence to which is supported by an inspection regime, government-approved Alternative Dispute Resolution service and an extensive range of learning and development programmes.



Contact



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