



The Industry and Parliament Trust (IPT)

Founded in 1977, the Industry and Parliament Trust (IPT) is a registered charity dedicated to promoting mutual understanding between Parliament and the worlds of business, industry and commerce for the public benefit. This is achieved by encouraging dialogue between legislators and wealth generators from all sectors of business. The IPT is independent, non-partisan and non-lobbying.

Specifically, the IPT provides programmes of study, research, education and training in the organisation and practice of industry and commerce, and also of the administration of Government both within the United Kingdom and the European Union.

The Bridge is the IPT's main medium of communication and represents one of its charitable activities. *The Bridge* aims to be educational and informative for its diverse audience and to act as a forum where both parliamentarians and business people address topics of mutual interest.

Definition:

Sponsorship is a contribution in money or 'in kind' given to an organisation for the purposes of covering the costs of production and distribution of one edition of *The Bridge*, in return for a public acknowledgement of the support and advertorial space on the back page of *The Bridge*.

Why should a company sponsor *The Bridge*?

- *The Bridge* is sent to all parliamentarians (MPs, MEPs, Peers and senior staff of the Houses of Parliament).
- *The Bridge* is sent to significant organisations such as the FSB, FPB, CBI, British Chambers of Commerce etc.
- *The Bridge* is sent to approximately 2,000 business representatives (including Chief Executives and Managing Directors of FTSE 100 and 250 companies to SMEs) across all sectors of business, nationwide.
- It is estimated that readership is triple that of circulation.
- As the sole sponsor of an edition of *The Bridge*, the sponsor's profile will be raised amongst our readership.
- Sponsorship will represent support by the sponsoring company for the IPT's mission and values.
- *The Bridge* is currently distributed free of charge to a wide range of IPT contacts as part of the IPT's charitable and educational remit and sponsorship assists the IPT to achieve its objectives.
- A maximum of four issues may be sponsored by the same organisation.

Requirements:

- 1) Sponsorship agreements must not be regarded by any business as a means of gaining favourable terms from the IPT in any of its other activities such as Fellowships.
- 2) The IPT will not be able to entertain agreements for sponsorship from:
 - i. organisations not complying with the IPT's advertising policy or the code of practice of the Advertising Standards Authority.
 - ii. organisations in financial or legal conflict with the IPT.

The above list is not exhaustive and the IPT retains the right to decline sponsorship from any organisation or individual or in respect of particular products which the IPT, in its sole discretion, considers inappropriate.

- 3) A legal contract between the IPT and the sponsor will be required for any sponsorship agreement. It must be signed by the Chief Executive on behalf of the IPT and the sponsor.
- 4) Approval of a sponsor will be at the discretion of the Chief Executive.
- 5) In general, the sponsorship fee for a particular edition of *The Bridge* should be received by the date of the IPT's copy deadline for that particular edition, unless otherwise agreed.

Sponsors' material:

- 1) In return for full sponsorship of production and distribution of one edition of *The Bridge*, the back page of this publication can be used by the sponsor as an advertorial, reserving a band at the bottom of the page, height:4.5cms, for the IPT next edition section. The sponsor will also be recognised on the inside front cover of *The Bridge* which can be accompanied by a logo and in the letters that accompany *The Bridge* for the mailing.
- 2) All material produced by the sponsor must comply with the IPT's advertising policy.
- 3) All material produced by the sponsor must be approved by the Communications Executive before circulation and is subject to editorial changes made by the Communications Executive.
- 4) The use of sponsors' logos and other branding must not compromise the IPT's own corporate identity and logo.

Other notes:

- 1) The IPT logo may only be used by the sponsor following express written permission accompanied by instructions for use of the logo.
- 2) Sponsors will not be allowed direct access to the IPT database.

Sponsorship and advertising contact:

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