



# LONDON BABY

6th FEB 2018  
at Café de Paris

iGAMING  
BUSINESS

iGB<sup>®</sup>  
LIVE

SBC**EVENTS**

BETTING  
ON **SPORTS**

BETTING ON  
**FOOTBALL**





**LONDON BABY PARTY, 6 FEBRUARY 2018**

@ CAFE DE PARIS



# LONDON BABY IS BACK!

Taking place on the 6th February at the end of the first day of ICE Totally Gaming, the London Baby Party is co-organised by two of the industry's leading media providers, SBC (Sports Betting Community) and igaming business. You are guaranteed to network and do business with like minded igaming and sports betting professionals.

2018 marks the 8th edition of this highly anticipated event, and this year the London Baby party promises to be bigger and better than before, with an expected 900 in attendance.

The London Baby party takes pride in its reputation for being renowned for providing post-show networking opportunities and FREE DRINKS throughout the night, courtesy of our sponsors.





# EXPAND YOUR BRAND AWARENESS

The London Baby Party provides you with an excellent opportunity to complement your ICE activities and enjoy time with your existing and prospective partners in an informal and fun environment.

By sponsoring you will provide corporate hospitality to your existing and new business partners on a high level, whilst enjoying the benefits of getting your brand in front of key industry decision makers.

So seize and capitalise on this first mover advantage and secure your sponsorship today. Sponsorship prices start from just £3,000 plus vat.





# ABOUT CAFE DE PARIS

London Baby party, is being hosted at the opulent Café de Paris located next to Piccadilly Circus and Leicester Square:

[www.cafedeparis.com](http://www.cafedeparis.com)

As a sponsor, you can also organise a sit down dinner with your clients at the venue from 18:30, saving you the hassle of organising dinner somewhere else, only to return to the venue later in the evening.

Please let us know if you if you would like to have dinner before the event starts at 20:00. This must be booked in advance and is at an additional cost.

*Menu provided upon request*



# ALL SPONSORSHIP PACKAGES INCLUDE

SBC has

**7k+**

Likes on  
**Facebook**

IGB has

**2k+**

Likes on  
**Facebook**

and around

**8k+**

Followers on  
**Twitter**

**All sponsorship packages includes sponsorship mention pre, during and post event**

- Press releases pre-event published on various gaming news portals
- Sponsor profiles and interviews pre-event published on various gaming news portals
- Company logos and branding on [www.SBCevents.co.uk](http://www.SBCevents.co.uk) website
- Company profile on [www.SBCevents.co.uk/london-baby-2018](http://www.SBCevents.co.uk/london-baby-2018) (up to 100 words)
- Sponsor mention on [www.SBCnews.co.uk](http://www.SBCnews.co.uk) and [www.igamingbusiness.com](http://www.igamingbusiness.com)
- Company logo and sponsorship recognition on printed VIP party invites that will be handed out at the ICE show
- LinkedIn, Facebook and Twitter mentions that will reach 20,000+ members



# VIP TABLE

PRICE : £3,500

7  
LEFT

For those of you who want to offer amazing corporate hospitality at ICE, don't stress because you'll be pleased to know that you'll be able to book a VIP table which includes the following:

- Exclusive hire of VIP table for 10 people throughout the night of the event
- VIP table includes 8 bottles of Champagne for you and your clients (spirits and mixers also an option)
- Free wine and beer bucket on your table
- 30 exclusive VIP invites



# HEADLINE SPONSOR (INCL. RED BAR VIP AREA)

SOLD!

SPONSORSHIP PRICE : £12,000

With a capacity of 100 industry people, this lavish and stylish room will lend itself perfectly to your needs, which is to provide seriously impressive VIP surroundings for your prospective and existing clients in private surroundings.

- Headline sponsor of the entire London Baby Party and venue
- Exclusive sponsorship of the stylish Red Bar, which has a capacity of 100 guests
- Ice Vodka Luge with your company logo, incl, bottle of Vodka for Luge
- 8 bottles of Champagne + 2 bottles of spirits and mixers
- Cafe de Paris staff to wear branded T-shirts (sponsor to provide)
- Bring up to 4 Promo girls to distribute marketing collateral or promotional gifts (sponsor to provide)
- Bring up to 4 Roll up banners (sponsor to provide)
- Option to further brand space at sponsor's cost
- 100 exclusive VIP invites





# BLUE BAR VIP AREA

SPONSORSHIP PRICE : £9,000

You can be sure to raise the bar with this prime sponsorship opportunity, and make sure your brand gets maximum exposure.

- Exclusive sponsorship of the stylish Blue Bar, which has a capacity of 65
- Ice Vodka Luge with your company logo, incl. bottle of Vodka for Luge
- 8 bottles of Champagne + 2 bottles of spirits and mixers
- Bucket of beers and wine on all tables (refill all evening)
- Bring up to 4 Roll up banners at event (sponsor to provide)
- Bring up to 3 Promo girls (sponsor to provide)
- Option to further brand space at sponsor's cost
- 75 exclusive VIP invites





# WRISTBAND SPONSOR

SPONSORSHIP PRICE : £5,000

SOLD!

Gaining entry to the London Baby party is imperative. This wristband sponsorship is a key element to the night and will ensure your brand delivers high impact.

- Your company logo will feature on all the wristbands worn by all guests
- 30 exclusive VIP invites
- 1 Roll up banner at event (sponsor to provide)





# CLOAKROOM SPONSOR

SPONSORSHIP PRICE : £3,000

When guests arrive, they will drop off their jackets and bags they have been carrying around all day at the ICE show.

- Recognition of your company logo to be featured on signage at the cloakroom
- Branded receipts with your company logo handed out to the guests
- Option to also hand out a branded gift / flyer to all guests when they drop of their jackets and bags
- High impact branding and PR opportunities
- 30 exclusive VIP invites





# WELCOME DRINKS SPONSOR

SPONSORSHIP PRICE : £5,000

Be the first to greet attendees on their arrival at the plush **London Baby Party** and by becoming a sponsor of what is considered to be a high profile feature, you can be sure to give off that perfect first impression for your brand.

- 30 exclusive VIP invites
- 1 Roll up banner at event (sponsor to provide)
- 2 Promo girls (sponsor to provide) to give out drinks to attendees. Option for promo girls to wear branded T-Shirts provided by sponsor





# PRODUCT DISPLAY SPONSOR

SPONSORSHIP PRICE : £5,000

Book a space for all guests to see your latest product innovation when they arrive at the venue.

- Recognition of your company logo to be featured on signage at the product display area
- Area you can cover is around 3-4m in total
- Product display type to be discussed with organiser
- High impact branding and PR opportunities
- One promo girl (sponsor to provide)
- 30 exclusive VIP invites





# GAME AREA SPONSOR

SPONSORSHIP PRICE : £5,000

Book a space upstairs for all guests to have fun with different types of games like table foosball.

- Recognition of your company logo to be featured on signage and on the particular game, we recommend table foosball
- Product display type to be discussed with organiser
- High impact branding and PR opportunities
- One promo girl (sponsor to provide)
- Game supplied by sponsor
- 30 exclusive VIP invites





# FOOD STATION SPONSOR

SPONSORSHIP PRICE : £5,000

On arrival, there will be a food station where all guests can get light food after a long day at the ICE show.

- PR will be distributed before event to let all guests know that there will be food at the party sponsored by you
- Recognition of your company logo to be featured on signage at the food stations
- Branded napkins (supplied by sponsor)
- High impact branding and PR opportunities
- 30 exclusive VIP invites





# CANAPE SPONSOR

SPONSORSHIP PRICE : £4,000

Next to free drinks in the bar throughout the evening, canapes are an integral part of throwing the London Baby! Party, so why not offer attendees the chance to enjoy something tasty that reflects your brand?

- Staff wearing branded T-Shirts, whilst serving food to a hungry and engaged audience. Sponsor to provide T-Shirts
- Cocktail flags in food with sponsors logo
- Branded napkins (supplied by sponsor)
- 1 Roll up banner at event (sponsor to provide)
- Option to bring 1 Promo girl (sponsor to provide)
- 30 exclusive VIP invites





# MASSAGE GIRL SPONSOR

SPONSORSHIP PRICE : £4,000

The Massage Girls were a BIG HIT last year at London Baby 2017. They will be walking around the venue and offering massages to all the guests.

- 4 massage girls at the venue
- Branded shirt or vest (supplied by sponsor)
- The girls can be handing out a business card once they given a massage
- 1 Roll up banner at event (sponsor to provide)
- Option to bring 1 Promo girl (sponsor to provide)
- 30 exclusive VIP invites





# PHOTOGRAPH SPONSOR

SPONSORSHIP PRICE : £4,000

Be seen during the event and long afterwards by having your branding on the official photography for the night.

- Sponsor logo on all official photography
- Photographer can wear a company branded shirt (sponsor to provide)
- All images will be sent digitally to sponsor
- All images will be posted on SBC and iGaming Business Facebook pages
- 30 exclusive VIP invites





# SELFIE BOOTH SPONSOR

SPONSORSHIP PRICE : £4,000

- Sponsored selfie booth at the venue
- Recognition of your company logo to be featured on signage at the selfie booth location
- Recognition of your company logo to be displayed on each printed souvenir photo taken by delegates
- High impact branding and PR opportunities
- Selfie booth to be supplied by sponsor
- 30 exclusive VIP invites





# RESTROOM SPONSOR

SPONSORSHIP PRICE : £3,000

- Posters in all the restrooms
- Branding and material supplied by sponsor
- 30 exclusive VIP invites



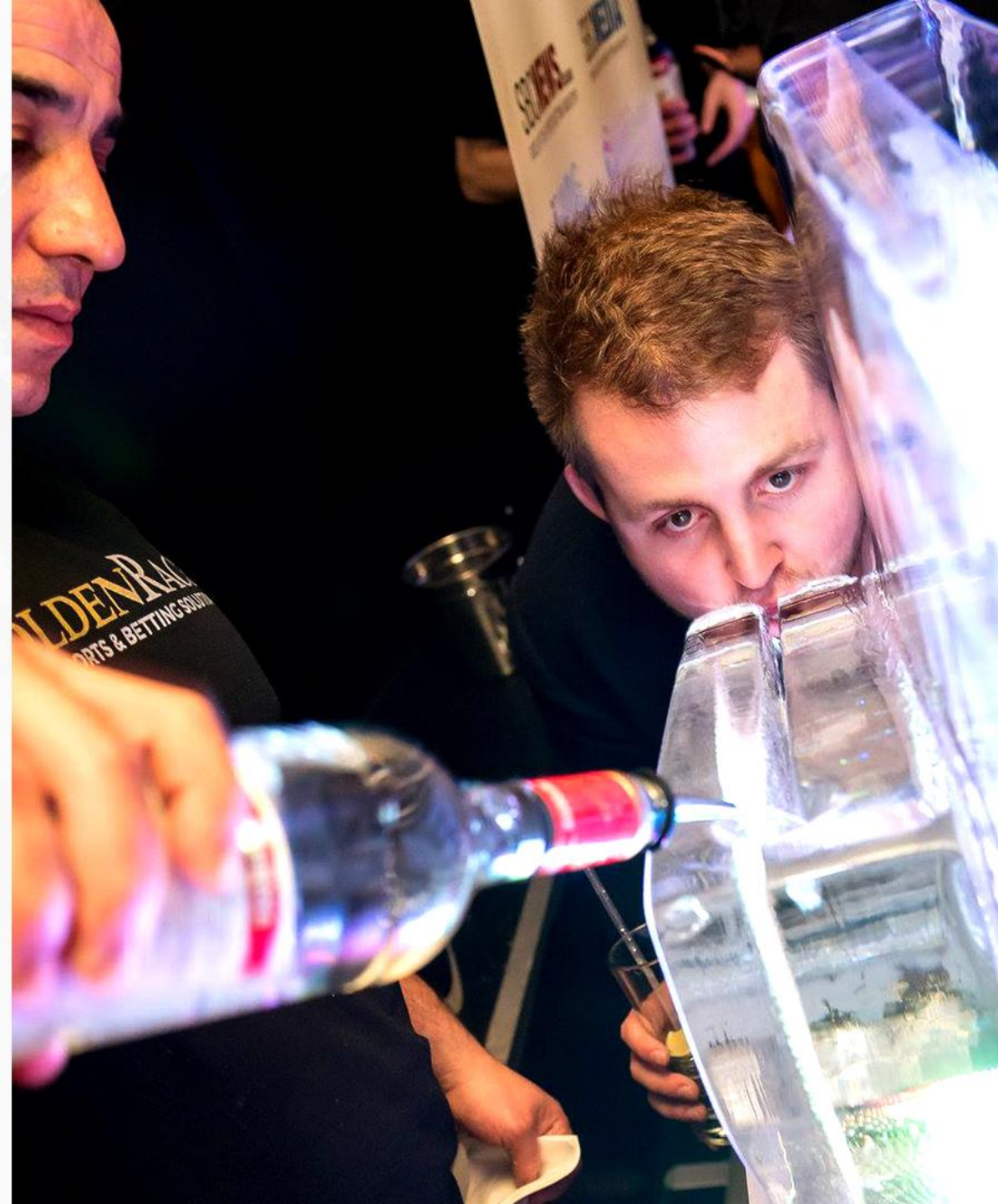


# HANGOVER KIT

PRICE : £3,000

The day after the party is going to leave many with a sore head, which means your brand can come to the rescue, by providing these popular and much needed kits.

- Sponsor branded hangover kits (sponsor to provide) to be available to attendees on exit
- Sponsor to produce and deliver kits
- Option to bring 2 Promo girls to hand out the kits (sponsor to provide)
- 30 exclusive VIP invites





# HOW TO CONFIRM YOUR PARTICIPATION

To secure your sponsorship at what will be a spectacular evening, please contact...



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