



The Future is Electric and Light!

Putting LEVs at the heart of Europe's Green Transition

Sponsoring opportunities

Summary

On 24 March, European trade association [LEVA-EU](#) will launch an urgent debate at EU level to push forward the case for Light Electric Vehicles (LEV) and the contribution they can make to EU and global climate goals.

Experts will gather in Brussels to discuss the future of LEVs in Europe, following a new report for policymakers from [DLR](#) (The German Space Centre) which has been commissioned by LEVA-EU.

We expect an online audience of around 500 participants and a targeted in-person gathering of around 50 people. The event will be a prime opportunity for industry decision-makers and policymakers at regional, city, and EU levels to discuss how to ensure the impact that LEVs can make to CO2 reduction is maximised.

Context

The transition to a climate-neutral society is an urgent challenge and an opportunity to build a better future for all. But how do we get there? So far, much of the emphasis in Europe has been on the shift to electric vehicles, which is certainly welcome. In order to significantly and rapidly reduce GHG emissions in road transport, we need to get the carbon footprint down of both vehicle production and use. This can be done very easily, by replacing for some trips, cars and vans by LEVs, which are now widely available on the market: electric scooters, electric (cargo) cycles, electric mopeds and motorbikes, and light electric tricycles and quadricycles. So, the Future is not only Electric but also Light!

[LEVA-EU](#), as the trade body for the Light Electric Vehicle¹ sector, has commissioned a report from the renowned German research centre, [DLR](#), which analyses the contribution that LEVs can make in replacing car journeys and cutting more deeply into CO2 emissions, creating greener and more liveable spaces. This report, which will be presented and discussed at the event on the 24 March in Brussels, aims at complementing the considerable work of the European Commission so far. It is clear that with higher ambitions and given the right policy environment across cities, Member States, and at EU-level, LEVs can substantially positively impact climate change, transport as well as the health and well-being of Europe's citizens.

This event is an excellent sponsorship opportunity for your company to be associated with a prestigious scientific report that will be in front of many decision makers at all levels for years to come. We are convinced that our message will resonate and will allow LEVs to achieve their potential to the full. This will grow the market for your company.

¹ The scope of LEVA-EU is [here](#).



Sponsorship Packages

Platinum Plus Sponsorship Package: €50,000

- Exclusive opportunity for a **company representative** to participate either virtually or **in-person in the panel** of one of the main sessions;
- **3 guaranteed and complementary delegate places for company representatives** or guests to attend the main conference (please note: in cases where restrictions remain in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organisations);
- Inclusion of your **organisation logo** as a 'Platinum Plus Sponsor' **across all pre-event and event day materials** (both on the virtual platform and the physical venue), including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue
 - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media;
- Opportunity to provide a short **promotional video** (maximum 5 minutes) to be played on the main screen at both the physical venue and on the virtual platform during breaks;
- A **private virtual meeting room** set up on your behalf on the event platform for you to use, to hold either private one-to-one or group video meetings. An attendee list will be sent to you in advance of the event to enable you to select those people who you would like to set up meetings with and to start pre-arranging those. Personal invitations will be sent on your behalf by the Forum Europe team, to up to 10 attendees, to assist with this and to help with setting up meetings;
- Opportunity to take a **'virtual' exhibition booth**, where you can display video content or a live video chat with team members (and can switch between the 2 during the event), link to promotional materials, websites and social media pages, and include company descriptions and information;
- **Company logo** printed in full colour **on all delegate badges**. Badges are distributed to all in-person delegates on arrival at the conference and always worn, ensuring high visibility of your brand throughout the event;



- **Inclusion of company materials in delegate e-packs**, which are distributed to all delegates participating in-person and virtually on arrival;
- Your **company logo on** each of the DLR study **results slides**;
- Inclusion of your **organisation logo** on the **final page** of the **DLR report**;
- **Full webpage** for your company for **12 months on the “Pledge Website”** where scientist from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting GHG Emissions. Furthermore, policy makers, ngo’s and other associations as well as citizens will pledge their support on this website to the principle of using the lightest electric vehicle possible for their specific journeys.



Platinum Sponsorship Package: €25,000

- Exclusive opportunity for a **company representative** to participate either virtually or **in-person in the panel** of one of the main sessions;
- Opportunity to provide a short **promotional video** (maximum 3 minutes) to be played on the main screen at both the physical venue and on the virtual platform during breaks;
- Inclusion of **your organisation logo** as a 'Platinum Sponsor' **across all pre-event and event day materials** (both on the virtual platform and the physical venue), including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue;
 - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media;
- A **private virtual meeting room** set up on your behalf on the event platform for you to use to hold either private one-to-one or group video meetings. An attendee list will be sent to you in advance of the event to enable you to select those people who you would like to set up meetings with and to start pre-arranging those. Personal invitations will be sent on your behalf by the Forum Europe team, to up to 10 attendees, to assist with this and to help with setting up meetings;
- Opportunity to take a **'virtual' exhibition booth**, where you can display video content or a live video chat with team members (and can switch between the 2 during the event), link to promotional materials, websites and social media pages, and include company descriptions and information;
- Inclusion of your **organisation logo** on the **final page** of the **DLR report**;
- **Part of a webpage** for your company for **12 months on the "Pledge Website"** where scientist from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policy makers, ngo's and other associations as well as citizens will pledge their support on this website to the principle of using the lightest electric vehicle possible for their specific journeys.



Gold Sponsorship Package: €10,000

- Opportunity to provide a short **promotional video** (maximum 3 minutes) to be played on the main screen at both the physical venue and on the virtual platform during breaks;
- Inclusion of **your organisation logo** as a 'Gold sponsor' **across all pre-event and event day materials** (both on the virtual platform and the physical venue), including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue;
 - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media;
- Inclusion of your **organisation logo** on the **final page** of the **DLR report**;
- **Part webpage** for your company for **12 months on the “Pledge Website”** where scientist from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policy makers, ngo's and other associations as well as citizens will pledge their support on this website to the principle of using the lightest electric vehicle possible for their specific journeys.



Silver Sponsorship Package: €5,000

- Inclusion of your **organisation logo** as a 'Silver Sponsor' **across all pre-event and event day materials** (both on the virtual platform and the physical venue), including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue;
 - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media;
- Inclusion of your **organisation logo** on the **final page** of the **DLR report**;
- Your **company logo + weblink for 12 months on the “Pledge Website”** where scientist from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policy makers, ngo's and other associations as well as citizens will pledge their support on this website to the principle of using the lightest electric vehicle possible for their specific journeys.

Bronze Sponsorship Package: €3,000

- Inclusion of your **organisation logo** as a 'Bronze Sponsor' **on the Conference Website** (with link to your website);
- Inclusion of your **organisation logo** on the **final page** of the **DLR report**;
- Your **company logo + weblink for 12 months on the “Pledge Website”** where scientist from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policy makers, ngo's and other associations as well as citizens will pledge their support on this website to the principle of using the lightest electric vehicle possible for their specific journeys.



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