



THE FUTURE IS
ELECTRIC
& LIGHT!

**PUTTING LEVS AT THE HEART OF
EUROPE'S GREEN TRANSITION**

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SPONSORING OPPORTUNITIES

Summary

On 24 March 2022, 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 Aero 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 on CO2 reduction is maximized.

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 substituting some car and van trips by LEVs, which are now widely available on the market: electric scooters, electric cycles or cargocycles, electric mopeds and motorbikes, and light electric tricycles and quadricycles. So, the Future is not only Electric but also Light!

SPONSORING OPPORTUNITIES

Context

[LEVA-EU](#), as the trade body for the Light Electric Vehicle⁽¹⁾ sector, has commissioned a report from the renowned German research center, [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 24 March in Brussels, aims at complementing the considerable work of the European Commission so far. It is clear that with higher ambitions and with the right policy environment at the local, national, and EU levels, LEVs can positively and substantially 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](#)

SPONSORING PACKAGES

Bronze Sponsorship Package : €3,000

- ✓ Inclusion of your organization logo as a 'Bronze Sponsor' on [the Conference Website](#) (with link to your website);
- ✓ Inclusion of your organization logo on the final page of the DLR report;
- ✓ Your company logo + weblink for 12 months on the "Pledge Website" where scientists from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policymakers, NGOs 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.



SPONSORING PACKAGES

Silver Sponsorship Package : €5,000

✓ Inclusion of your organization 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 a recorded version of all sessions that are uploaded post-event on social media;

✓ Inclusion of your organization logo on the final page of the DLR report;

✓ Possibility to display 1 vehicle at the event on 24 March in Brussels;

✓ Your company logo + weblink for 12 months on the "Pledge Website" where scientists from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policy-makers, NGOs, 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.

SPONSORING PACKAGES

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 organization 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 a recorded version of all sessions that are uploaded post-event on social media;
- ✓ Inclusion of your organization logo on the final page of the DLR report;
- ✓ Possibility to display 1 vehicle at the event on 24 March in Brussels;
- ✓ Part webpage for your company for 12 months on the "Pledge Website" where scientists from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policy-makers, NGOs, 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.

SPONSORING PACKAGES

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 organization 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 a recorded version of all sessions that are uploaded post-event on social media;
- Possibility to display 2 vehicles at the event on 24 March in Brussels;

✓ A private virtual meeting room is 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 with whom you would like to set up meetings 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 organization logo on the final page of the DLR report;

✓ Part of a webpage for your company for 12 months on the "Pledge Website" where scientists from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting Greenhouse Gas Emissions. Furthermore, policy-makers, NGOs, 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.



SPONSORING 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 complimentary 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, policy-makers/regulators and other sponsor organizations);
- Inclusion of your organization 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 a recorded version of all sessions that are uploaded post-event on social media;
- Possibility to display vehicles at the event on **24 March** in Brussels; the number of vehicles subject to available space, but at least 2.
- 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 is 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 whom 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), links to promotional materials, websites, and social media pages, and include company descriptions and information;
- ✓ Company logo printed in full color 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 organization logo on the final page of the DLR report;
- ✓ Full webpage for your company for 12 months on the "Pledge Website" where scientists from around the globe will underwrite the message that LEVs can make a considerable contribution to cutting GHG Emissions. Furthermore, policy-makers, NGOs, 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.

SPONSORING PACKAGES COMPARED

Sponsoring Benefits	Platinum Plus	Platinum	Gold	Silver	Bronze
Company representative in panel	✓	✓			
3 guaranteed delegate places	✓				
Company logo across all pre-event & event day materials	✓	✓	✓	✓	Company logo on conference website
Vehicles on display	At least 2	2	1	1	0
Promotional video	5 minutes	3 minutes	3 minutes		
Private virtual meeting room	✓	✓			
Virtual exhibition booth	✓	✓			
Company logo on delegate badges	✓				
Company materials in delegate e-packs	✓				
Company logo on DLR result slides	✓				
Company logo on final page DLR-report	✓	✓	✓	✓	✓
Company advertisement for 12 months on "Pledge Website"	1 full webpage	Part webpage	Part webpage	Company logo + weblink	Company logo + weblink

THE FUTURE IS
ELECTRIC AND LIGHT!



THANK YOU



WE LOOK FORWARD
TO WORKING WITH
YOU.



LEVA-EU is the only trade association in Europe to work exclusively for light, electric vehicles (LEVs). At LEVA-EU, we have a deep belief in the importance of LEVs for sustainable mobility. LEVs are the most sustainable modes of motorised transport in urban areas, both for the transport of people and goods.

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