

The logo for ALFED (Aluminium Federation) is displayed in white text on a blue circular background. The word "ALFED" is in a large, bold, sans-serif font, with "ALUMINIUM FEDERATION" in a smaller, all-caps, sans-serif font below it.

ALFED
ALUMINIUM FEDERATION

The Crowne Plaza logo is located on the awning of the hotel entrance. It features a stylized 'C' and 'P' icon in a circle, followed by the words "CROWNE PLAZA" in a bold, red, sans-serif font.

CROWNE PLAZA

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ANNUAL BUSINESS BRIEFING & DINNER

**SPONSORSHIP
BROCHURE**

Crowne Plaza, Stratford-Upon-Avon | 24th September 2026



The ALFED Business Briefing brings together a programme of industry speakers and experts to deliver fresh insights on transformation, innovation, and strategy, alongside the latest market and sector updates.

The Annual Black-Tie Dinner follows in the evening, presenting an ideal chance to reconnect with colleagues and friends, and to host clients in a formal setting with great live entertainment, a three-course dinner, and a guest speaker to round off the night.

Last year's dinner was attended by more than 200 aluminium professionals, offering outstanding networking opportunities.

This year's venue will be the [Crowne Plaza, Stratford Upon Avon](#).

BOOST YOUR VISIBILITY

ALFED
ALUMINIUM FEDERATION

Sponsorship across both the ALFED Business Briefing, and Annual Dinner is the perfect way to add influence to your participation, increasing your company's visibility both before, during and after the event to maximise exposure of your brand(s)/business, and to generate new leads and a higher ROI in the coming year.



REGISTRATION



**LANYARDS /
BADGES**



BRIEFING ROOM



**ENTERTAINMENT
OPPORTUNITIES**



**PRE-DINNER
NETWORKING**



**PERSONALISED
CENTREPIECES**

BUSINESS BRIEFING PACKAGES

DIAMOND SPONSOR EXCLUSIVE

OPPORTUNITY – £7,499 + VAT



- Sponsor's logo & link to sponsor's website on the ALFED website (Business Briefing page)
- Sponsor's logo on large screens throughout the Business Briefing
- Sponsor's logo on sponsors page in the programme (handed out at the Dinner & Business Briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) – May and September
- Sponsor's logo on all promotional emails and invitations
- Full page advert in September issue of the ALFED Aluminium News magazine
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Exclusive 10 Minute Speaking opportunity for sponsor to open the Business Briefing after Welcome from ALFED President
- 3 x staff places to “meet and greet” delegates and identify key prospects/contacts
- Literature Distribution at front desk, (1 x document given to everyone as they arrive)
- Lanyard Sponsor
- Badge Sponsor
- Lunch Sponsor – Opportunity to display Pop-up Banner in lunch area (artwork to be supplied by sponsor) and logo in programme highlighting company as main lunch sponsor.
- 2 x Pop-up Banners by main stage (artwork to be supplied by sponsor) + Logo on Lectern

AVAILABLE TO RESERVE BEFORE 30/01/26

BUSINESS BRIEFING PACKAGES

PLATINUM SPONSOR EXCLUSIVE

OPPORTUNITY – £4,999 +VAT

- Sponsor's logo & link to sponsor's website on the ALFED website (Business Briefing page)
- Sponsor's logo on large screens throughout the Business Briefing
- Sponsor's logo on sponsors page in the programme (handed out at the Dinner & Business Briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) – May and September
- Sponsor's logo on all promotional emails and invitations
- Full page advert in September issue of the ALFED Aluminium News magazine
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Exclusive Networking Breakfast Sponsor consisting of 1 x Pop-Up Banners with artwork supplied by sponsor and 3 x staff places to network the room and meet delegates
- Goody bags/Welcome pack for all Briefing delegates – items such as pens, notepads etc to be supplied by sponsor
- 2 x Pop Up Banners at the back of Business Briefing seating area

AVAILABLE TO RESERVE BEFORE 30/01/26

BUSINESS BRIEFING PACKAGES

GOLD SPONSOR EXCLUSIVE OPPORTUNITY

- £2,999 +VAT

- Sponsor's logo & link to sponsor's website on the ALFED website (Business Briefing page)
- Sponsor's logo on large screens throughout the business briefing
- Sponsor's logo on sponsors page in the programme (handed out at the dinner & business briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) - May and September
- Sponsor's logo on all promotional emails and invitations
- Half page advert in September issue of the ALFED Aluminium News magazine
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Exclusive signage sponsor - All directional signage in and around briefing to include sponsors logo
- Literature seat-drop on all Business Briefing chairs - literature to be supplied by sponsor.
- 2 x Staff places

RESERVED FOR

**ALUMINIUM
INTERNATIONAL
TODAY**

ANNUAL DINNER

**CELEBRATE WITH MEMBERS
& GUESTS**



***PRESTIGIOUS
VENUE***



***VIP DRINKS
RECEPTION***



***COLLEAGUES &
FRIENDS***



***GUEST
SPEAKER***



***COMPANY
TABLES***



***EVENING
ENTERTAINMENT***

ANNUAL DINNER PACKAGES

DIAMOND SPONSOR EXCLUSIVE

OPPORTUNITY - £14,999 +VAT



- Sponsor's logo & link to sponsor's website on the ALFED website (Dinner page)
- Sponsor's logo on screens throughout the Dinner & Business Briefing
- Sponsor's logo on sponsors page in the programme (handed out at the Dinner & Business Briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) – April and September
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Sponsor's social media post on ALFED social media platforms (wording & image provided by sponsors) (ALFED LinkedIn & Twitter 8200+ followers)
- Full page advert in September issue of the ALFED Aluminium News magazine
- Sponsor's image included as the ALFED Aluminium News magazine cover in September (subject to image being suitable)
- Sponsor's logo on all promotional emails and invitations Full page editorial in the programme (handed out at Dinner & Business Briefing)
- Invitation to pre-dinner drinks with ALFED Board and guest speaker (two people)
- 1 x place at the guest speaker's table
- 10 x places on private table at the ALFED Dinner & Business Briefing (including 10 x overnight accommodation)
- PLUS venue specific and exclusive promotional features TBC

RESERVED FOR

Novelis

ANNUAL DINNER PACKAGES

SAPPHIRE SPONSOR AND EVENING

ENTERTAINMENT EXCLUSIVE

OPPORTUNITY - £9,999 +VAT



- Sponsor's logo & link to sponsor's website on the ALFED website (Dinner page)
- Sponsor's logo on screens throughout the Dinner & Business Briefing
- Sponsor's logo on sponsors page in the programme (handed out at the Dinner & Business Briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) - May and September
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Sponsor's social media post on ALFED social media platforms (wording & image provided by sponsors) (ALFED LinkedIn & Twitter 8200+ followers)
- Half page editorial in the programme (handed out at the dinner and Business Briefing)
- Full page advert in September issue of the ALFED Aluminium News magazine
- Sponsor's logo on all promotional emails and invitations
- Invitation to pre-dinner drinks with ALFED Board and guest speaker (two people)
- 10 x places on private table at the ALFED Dinner & Business Briefing (including 10 x overnight accommodation)
- PLUS venue specific and exclusive promotional evening entertainment feature TBC

RESERVED FOR

smart

ANNUAL DINNER PACKAGES

PLATINUM SPONSOR

EXCLUSIVE OPPORTUNITY -

£7,999 +VAT



- Sponsor's logo & link to sponsor's website on the ALFED website (Dinner page)
- Sponsor's logo on large screens throughout the Dinner & Business Briefing
- Sponsor's logo on sponsors page in the programme (handed out at the Dinner & Business Briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) – May and September
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Sponsor's social media post on ALFED social media platforms (wording & image provided by sponsors) (ALFED LinkedIn & Twitter 8200+ followers)
- Sponsor's logo on all promotional emails and invitations
- Sponsor of reception & pre-dinner drinks (thank you announcement during the evening and illuminated lights at entrance to pre-dinner drinks)
- Full page advert in September issue of the ALFED Aluminium News magazine
- Half page editorial in the programme (handed out at dinner & business briefing)
- 5 x places at the ALFED Dinner & Business Briefing (including 5 x overnight accommodation)
- Sponsor's logo on ALFED Annual Dinner Menu – can include QR code to sponsor landing page

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ANNUAL DINNER PACKAGES

GOLD SPONSOR EXCLUSIVE OPPORTUNITY - £5,999 +VAT



- Sponsor's logo & link to sponsor's website on the ALFED website (Dinner page)
- Sponsor's logo on large screens throughout the Dinner & Business Briefing
- Sponsor's logo on sponsors page in the programme (handed out at the dinner & business briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) - May and September
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Sponsor's logo on all promotional emails and invitations
- Invitation to pre-dinner drinks with ALFED Board and guest speaker (One person)
- Half page advert in September issue of the ALFED Aluminium News magazine
- Quarter page editorial in the programme (handed out at dinner & business briefing)
- 5 x places at the ALFED Dinner & Business Briefing (including 3 x overnight accommodation)

RESERVED FOR



ANNUAL DINNER PACKAGES

SILVER SPONSOR

MAXIMUM 6 COMPANIES –
£3,999 +VAT



- Sponsor's logo & link to sponsor's website on the ALFED website (Dinner page)
- Sponsor's logo on large screens throughout the dinner & business briefing
- Sponsor's logo on sponsors page in the programme (handed out at the dinner & business briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) – May and September
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)
- Sponsor's logo on all promotional emails and invitations
- Quarter page advert in September issue of the ALFED Aluminium News magazine
- 5 x places at the ALFED Dinner & Business Briefing (including 2 x overnight accommodation)

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ANNUAL DINNER PACKAGES



BRONZE SPONSOR

MAXIMUM 10 COMPANIES –
£999 +VAT

- Sponsor's logo & link to sponsor's website on the ALFED website (Dinner page)
- Sponsor's logo on large screens throughout the Dinner & Business Briefing
- Sponsor's logo on sponsors page in the programme (handed out at the Dinner & Business Briefing)
- Sponsor's logo included in 2 issues of the ALFED Aluminium News magazine (Briefing feature) – May and September
- Sponsor's logo on all promotional emails and invitations
- ALFED social media recognition announcement of each sponsor (ALFED LinkedIn & Twitter 8200+ followers)

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ALFED APPRENTICE & RECOGNITION AWARDS

We are excited to announce the Aluminium Federation Apprentice of the Year Awards will return in 2026, celebrating excellence and innovation in the aluminium industry's rising talents. As a valued supporter of our industry, we invite you to partner with us in recognising and rewarding the outstanding achievements of young apprentices who are shaping the future of our sector.

By partnering with us as a sponsor, you will not only gain visibility and recognition within the industry but also demonstrate your commitment to nurturing talent and driving innovation in the aluminium sector.

We believe that your partnership with us will not only elevate the profile of your organisation but also contribute to the growth and success of the aluminium industry as a whole. Join us in celebrating the achievements of apprentices and inspiring future leaders in our field.



**SUPPORT
NOMINEES**



**ELEVATE
YOUR COMPANY**



**PERSONALISED
OPPORTUNITIES**

AWARD PACKAGES

PLATINUM SPONSOR

EXCLUSIVE OPPORTUNITY:

£7,500 +VAT



- Promoted as Headline Sponsor of the Awards
- Opportunity to present the award to the winning apprentice
- Prominent logo placement on all event materials and promotional collateral
- Recognition in press releases, social media posts, and industry publications
- Sponsor's logo & link to sponsor's website on the ALFED website
- Sponsor's logo on screens throughout the Dinner
- Sponsor's logo on sponsors page in the programme
- Half page editorial in the programme - content to be supplied by sponsor
- Table of 10 tickets, with one night's accommodation to the awards ceremony and ALFED dinner for your team
- Logo on wine bottle collars during the dinner.

RESERVED FOR



AWARD PACKAGES

GOLD SPONSOR

MAXIMUM 5 COMPANIES:

£5,500+VAT



- Opportunity to sponsor an Award Category
- Logo placement on event materials and promotional collateral as a Gold Sponsor
- Recognition in press releases, social media posts, and industry publications
- Sponsor's logo & link to sponsor's website on the ALFED website
- Sponsor's logo on screens throughout the Dinner
- Sponsor's logo on sponsors page in the programme
- 5 X complimentary tickets, with one night's accommodation to the awards ceremony and ALFED dinner for your team

SILVER SPONSOR

MAXIMUM 3 COMPANIES: £3,500 +VAT

- Logo placement on event materials and promotional collateral
- Recognition in press releases, social media posts, and industry publications
- Sponsor's logo & link to sponsor's website on the ALFED website
- Sponsor's logo on screens throughout the Dinner
- Sponsor's logo on sponsors page in the programme
- 3 X complimentary tickets, with one night's accommodation to the awards ceremony and ALFED dinner for your team

AVAILABLE TO RESERVE BEFORE 30/01/26



CONTACT *US*

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