

**THE RESEARCH CLUB**

# AN INTERNATIONAL NETWORK

**GLOBAL NETWORKING EVENTS  
EVENT SPONSORSHIP PACKAGES  
DIGITAL MEDIA PACKAGE**

**THE  
RESEARCH  
CLUB**

**10,000 Members  
Worldwide**

# 2023 CALENDAR OF EVENTS

Country	City	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Germany	Hamburg				April Meet Up								
	Berlin												
	Frankfurt										25 <sup>th</sup> Oct Succet23		
EU	Amsterdam			28-29 March IIE X						10-13 <sup>th</sup> Sept ESOMAR			
UK	London			14 <sup>th</sup> March MRS Impact		3 <sup>rd</sup> May Quirks		6 <sup>th</sup> July Summer Party				Black Tie Dinner	
	Birmingham												
USA	NYC							18 <sup>th</sup> July Quirks					
	Chicago			26 <sup>th</sup> March Quirks									
	LA		21 <sup>st</sup> Feb Quirks										
Texas	Austin					24-25 May IIE X NA							
Total	11	0	1	3	1	2		2	0	1	1	1	





## MORE THAN JUST NETWORKING

The Research Club is a not-for-profit organisation providing networking opportunities within the Market Research sector. Networking is an essential part of our roles and has proven to be a valuable tool in building strong connections, a way to expand your knowledge, learn from the success of others, attain new clients and tell others about your business.

It's also a lot of fun!







## WE HAVE A PACKAGE TO SUIT YOU, WHATEVER IS YOUR DESIRED LEVEL OF INVESTMENT!

Some of the benefits include:

- **Drive brand awareness**, online across all social media channels and at the events.
- **Positioning**, be associated with the industry's leading social networking event.
- **Interact & engage** with potential new customers in a relaxed, social setting.
- **Gain access to the attendee list**, 4 weeks prior to an event – a great tool for prospecting!



# SPONSORSHIP PACKAGES



**GET  
CONNECTED!**

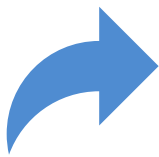


Benefits	Platinum £5,450	Gold £4,150	Silver £2,950	Bronze £1,750	Supporter £950
Exclusive/Limited	Exclusive	Limited (2 per event)	Limited (3 per event)		
Social Media Promotions	X (Logo inc in all post)	X	X	X	X
Logo Displayed	X	X	X	X	X
Registered List of Attendees	X	X	X	X	
Logo Printed on Event Posters	X	X	X	X	X
Marketing Materials Displayed at	X	X	X	X	X
Prize Donated to Raffle (Optional)	X	X	X	X	X
Power Point Slides	5-6 Slides	4-5 Slides	3-4 Slides	2-3 Slides	1 Slide
Company Roll Up Banners Displayed	3 Banner	2 Banner	1 Banner		
Logo Printed on Name Badges	X	X			
Logo Printed on Event Flyer &	X				
Speaking Opportunities	X				
Branded Napkins	X				
Tickets Allocated to Event	10X	8X	6X	4X	2X
DIGITAL MEDIA PACKAGE					
Website Directory Listing	12 months	12 months	12 months	12 months	12 months
Website Advertising Banner	12 months	12 months	12 months		
Feature in company newsletter	X	X	X	X	X
Dedicated Mail Blast	X	X			
Dedicated Social Media Post	3x Post	2x Post	1x Post		

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**GET SOCIAL!**



**BOOST YOUR  
BRAND &  
INCREASE YOUR  
AWEARNESS**



# DIGITAL MEDIA PACKAGES

## Essential Plan £500

1x Social Posts  
Facebook/Twitter/LinkedIn/Insta  
Inc Post Boost

1x Newsletter Feature  
Half Body Position  
Inc Logo & 50 Word Text

Website Banner  
Advert Displayed 6 Months  
Either Partners, Sponsorship,  
Advertising or Contact us Page

Enhanced Directory Listing  
Displayed for 12 Months

## Premium Plan £1000

4x Social Posts  
Facebook/Twitter/LinkedIn/Insta  
Inc Post Boost

Dedicated Mailer  
HTLM file to be provided

4x Newsletter Features  
1x Mid Body Feature  
3x Sponsors Corner

Premium Page Website Banner  
Advert Displayed 12 Months  
Either Home or Events Page

Enhanced Directory Listing  
Displayed for 12 Months

## Standard Plan £700

2x Social Posts  
Facebook/Twitter/LinkedIn/Insta  
Inc Post Boost

2x Newsletter Features  
2x Sponsors Corner  
Inc Logo, Headline  
100 Word Text

Website Banner  
Advert Displayed 12 Months  
Either Gallery, Directory,  
or About us Page

Enhanced Directory Listing  
Displayed for 12 Months

Contact [Tara.Mackay@TheResearchClub.com](mailto:Tara.Mackay@TheResearchClub.com)



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## TESTIMONIALS



“For years, The Research Club has been mainstay of our networking and sponsorship efforts. Between the industry visibility, and the ability to connect with so many relevant people in a fun, casual atmosphere, these events are an incredible value. We also love the fact that, because of TRC’s global reach, we can pick and choose from the regional events that will meet our marketing needs at any given time.” **David Paull, Founder/CEO Dialsmith**

"One visit, two new clients, three providers for future, and lots of new friends. The Research Club is perfect for not only networking, but having fun in a friendly environment with like-minded professionals."  
**Alexandra Coleman, St Basils**

Contact [Tara.Mackay@TheResearchClub.com](mailto:Tara.Mackay@TheResearchClub.com)

