

# GCVA

## Support, Sponsor & Promote

2025

# The GCVA Network



# Sponsorship Opportunities 2025

## GCVA In Person Events

- ➔ GCVA Global Conference  
March 2025  
*Sponsor, Exhibit, Promote*
- ➔ GCVA Hall of Fame Awards  
Sept 2025  
*Sponsor, Present, Promote*
- ➔ GCVA November AGM  
Nov 2025  
*Sponsor & Promote*
- ➔ Content Specific Events  
*throughout 2025*

## Thought Leadership & Digital



GCVA Research & Insight  
*Key Data, Insights & Whitepaper*

 GlobalData.



Website & E-Shot Sponsorship  
*Reach key industry players*



GCVA Connect Sponsor  
*Annual Webinars & Bi-Monthly  
Digital Open Forums*

# GCVA Conference

Support, Sponsor & Promote

# 2025



# GCVA Conference 2025

Hilton London Bankside, 5-6 March

The GCVA Conference delivers all delegates: expert insight, sector research, exceptional networking opportunities and solutions for expanding and growing your business.

As the trade association for the gift card and voucher sector, our role is to be the conduit of collaboration in the global gift card sector to discuss, share and innovate on the opportunities and challenges faced by the sector.

Watch the 2024 highlights [HERE](#)

- 500 Global Attendees -
- 25 Attendee Countries -
- 8 International Partnerships -
- Facilitated Networking -
- 30+ Retailer Organisations -
- 100s Industry Connections -





# Sponsorship Packages

Support the GCVA by sponsoring research, content and events; whilst aligning your company with thought leadership and innovation.

Member price

Non-Member price

Conference Lead Sponsor



GCVA Networking Sponsor

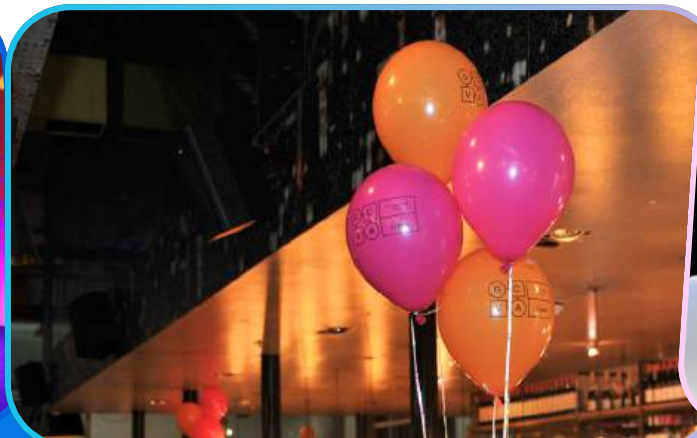
£25,000

£30,000

GCVA Innovation Stage  
*(formerly GCVA 101)*

£17,500

£25,000



# Sponsorship Packages

	Member price	Non-Member price
GCVA Roundtable Sponsor	£17,500	£25,000
GCVA Registration Sponsor	£15,000	£20,000
GCVA App Sponsor	£10,000	£20,000
Keynote Speaker Sponsor	SOLD	SOLD
GCVA First Night Drinks Reception	SOLD	SOLD



# Sponsorship Packages

	Member price	Non-Member price
GCVA Conference Catch-up Sponsor	£10,000	£15,000
GCVA Technology Sponsor	SOLD	SOLD
GCVA Love Food Sponsor	SOLD	SOLD
GCVA Smoothie Bar Sponsor	SOLD	SOLD
GCVA Coffee Cart Sponsor	SOLD	SOLD
GCVA Digital Delegate Bag Sponsor <i>(through conference app)</i>	£3,000	£5,000





# Exhibitor Packages

Showcase and network with 500 Conference delegates in person and digitally. Get in touch to discover all the additional digital benefits for each package.

	Stand size	Member price	Non-Member price	No. complimentary tickets
<b>Gold Exhibitor SOLD OUT</b>	6 x 2 metres	£9,000	£11,500	3
<b>Silver Exhibitor SOLD OUT</b>	3 x 2 metres	£7,000	£9,500	2
<b>Bronze Exhibitor SOLD OUT</b>	2 x 2 metres	£5,000	£7,500	1
<b>Quick X</b>	1 x 1 metres	£3,000	£4,500	0

# Promotional Opportunities

Promote your company through Video Advertising, Seat Drops & App Advertisement

	Member price	Non-Member price
Seat Drop 9am	£2,500	£3,500
Seat Drop 1pm	£1,500	£2,500
Promotional Video (30 sec, no sound)	£850	£1,000
Promotional Slide	£400	£650
App Splash (limited)	£850	£1,000
App Notification x 1 (limited)	£450	£1,000

\*Prices exclude design & production

# European Financial Integrity Summit

Amsterdam 2025

15 May 2025

## Support and Promotional Opportunities



BrancheVereniging  
Cadeaukaarten Nederland



# European Financial Integrity Summit 2025

Join the GCVA and BVCNL at the forefront of financial integrity innovation as we tackle one of the most pressing challenges: gift card fraud threats. This summit is where industry leaders, key stakeholders, and experts gather to share best practices, innovative solutions, and collaborative strategies to strengthen financial integrity in the gift card sector.

As a sponsor, you'll have the opportunity to:

- Showcase your thought leadership in influencing the evolving fraud prevention landscape
- Engage with decision-makers and key stakeholders driving solutions across the industry
- Position your brand as a champion in the fight against financial fraud

Take this chance to connect, inspire, and lead the conversation on financial integrity. Secure your spot now and demonstrate your role in shaping a safer, more resilient financial ecosystem.





# Headline Sponsor (exclusive)

Full benefits on request

GCVA & BVCNL Member Fee: £45,000

## Platinum Sponsor

Benefits:

- Company branding on all printed and digital summit venue branding as Platinum Sponsor
- GCVA & BVCNL announcement of sponsorship on all social channels plus x 1 additional social post per organisation (can be sponsor video interview)
- Dedicated e-shot pre or post event to GCVA & BVCNL member database & Summit attendees
- Quoted in event press release
- Opportunity to share 'Financial Integrity Summit' updates to the wider sector at the same time as the GCVA/BVCNL (content subject to GCVA/BVCNL approval)
- 2 min speaking slot introducing the summit (can include video subject to GCVA/BVCNL approval)
- Provide Give Away or Printed Material (at registration or seat drop)
- Complimentary Quick X exhibitor space
- 4 x Complimentary company tickets & 2 x Complimentary Non-Member Client Tickets



GCVA & BVCNL Member Fee: £30,000

Non-Member Fee: £50,000



# Gold Sponsor

## Benefits:

- Joint sponsorship of the European Financial Integrity Summit
- Company branding at venue as Gold Sponsor
- Company branding on all digital promotion where applicable as Gold Sponsor
- GCVA & BVCNL announcement of sponsorship on all social channels
- Logo on event logo board
- Complimentary Quick X exhibitor space
- Provide Give Away or Printed Material (at registration or seat drop)
- 2 x Complimentary company tickets
- 1 x Complimentary Non-Member Client Tickets

GCVA & BVCNL Member Fee: £15,000

Non-Member Fee: £25,000



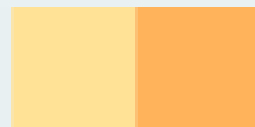
# Silver Sponsor

## Benefits:

- Joint sponsorship of the European Financial Integrity Summit
- Company branding at venue as Silver Sponsor
- Company branding on all digital promotion where applicable as Silver Sponsor
- GCVA & BVCNL announcement of sponsorship on all social channels
- Logo on event logo board
- 1 x Complimentary company ticket

GCVA & BVCNL Member Fee: £7,000

Non-Member Fee: £15,000



# Bronze Sponsor

## Benefits:

- Joint sponsorship of the European Financial Integrity Summit
- Company branding at venue as Bronze Sponsor
- Company branding on all digital promotion where applicable as Bronze Sponsor
- Logo on event logo board
- GCVA & BVCNL announcement of sponsorship on all social channels

GCVA & BVCNL Member Fee: £4,000

Non-Member Fee: £7,000

# Additional Opportunities

## Quick X

1m x 1m exhibitor space with option to hire poseur table / stool.

GCVA & BVCNL Member Fee: £1,500

Non-member Fee: £2,500

## Logo Sponsor

Include your company logo on all external digital branding and as part of the in-person event branding (also included on external press releases).

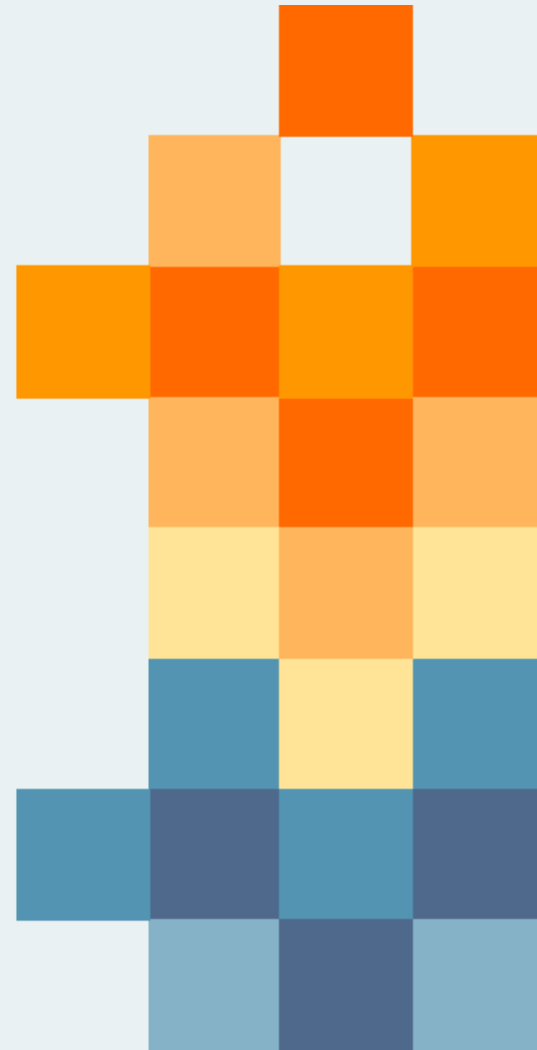
GCVA & BVCNL Member Fee: £2,500

Non-member Fee: £3,500

## In Kind Sponsor

Logo included as Logo Sponsor, In Kind support can be badges and lanyards, Food & Drink, Hotels / travel support.

All prices ex vat



# Trivial Tax Benefits Campaign 2025

The GCVA is campaigning to increase the UK's Trivial Tax Benefits threshold from its current allowance of £50 up to 6 times per year, to at least £500, if not more, keeping in line with other countries such as Ireland and Italy where the allowance is 1500 euros or greater.

Your support of the Trivial Tax Benefits Campaign will help to deliver a high-quality and influential campaign to change legislation and policy on the trivial tax benefits in the UK.

Email [info@gcva.co.uk](mailto:info@gcva.co.uk) to discover all the benefits for each support level.

## Gold Funder

### Topline benefits:

- Support the GCVA's campaign to raise the Trivial Tax Benefits Allowance
- Company logo across the campaign
- Regular campaign updates
- Share campaign updates with your own networks at the same time as GCVA
- Regular 121 campaign progress updates with Hannah
- Involvement in working group that meets regularly with our Westminster Agency
- Opportunity to represent the GCVA and this campaign in meetings with policymakers and/or speaking opportunities at major campaign events

## Silver Funder

Support Level:  
£15,000

## Bronze Funder

Support Level:  
£5,000

## Logo Funder

Support Level:  
£2,000



# Annual Sponsorship Opportunities 2025

## GCVA Research & Insight



### GCVA European Research Partner 2025

Research paper covering 5 key European countries and their Gift Card performance/scope with resulting press release and in person event presentation.

**£55,000 ex vat**

### GCVA Research Paper 2025: Valuing the UK Gift Card Industry

Research from the perspective of the gift card retailer, sent to all GCVA retailer members. Benefits include:

- Opportunity to share / create foreword
- Input on research questions
- Inclusion of logo on report

**£30,000 ex vat**

# Annual Sponsorship Opportunities 2025

## GCVA Research & Insight



## GCVA State of the Nation '25

supported by  GlobalData

**SOLD FOR 2025**

## GCVA Consumer Reports

sponsor up to 10 research reports,  
supported by  GlobalData

**£15,000 ex vat**



# Annual Sponsorship Opportunities 2025

## Promotional Sponsorship

Showcase your organisation to the GCVA digital audience

### E-Shot

Dec - March: £2,500\* | April - Nov: £1,500\*

Access all GCVA members directly via a sponsored e-shot

### Newsletter Sponsor      **£15,000**

Share content and link in up to 10 Newsletters direct to GCVA member database

### Website Sponsor      **£20,000**

Showcase your organisation to the GCVA's digital audience branding opportunities on the GCVA website



# Digital Opportunities 2025

GCVA Connect Sponsor

£20,000 ex vat

Digitally connect the whole gift card community for insight, discussions, and key updates via 6 online events per year.

- Announced as sponsor via all social channels
- Branding on all Open Forum email comms
- Company branding on Forum presentation slides
- 1 x 5-minute speaking slot/presentation at live digital event
- Promo video shown at every Open Forum



# GCVA In-Person Social Events 2025

## GCVA Summer Networking Social

£10,000 ex vat

### Benefits

- Branding at event
- Announced on email & social communications
- Can provide giveaway
- Introduction at event
- Opportunity for branded cocktail/drink





# GCVA Hall of Fame Awards 2025

18 September  
8 Northumberland Avenue, London, WC2N 5BY

## Sponsorship Opportunities

Position your organisation at the forefront of recognising and celebrating excellence...

[Click here to watch the 2024 highlights](#)



# Gold Sponsor

Benefits include but not limited to:

- Appear as: GCVA Hall of Fame Awards 2025 (Gold Sponsor) at event and any preceding GCVA meetings
- Sponsor name & branding to appear on all relevant marketing materials and documents produced, including: promotions via web, GCVA Newsletter, social channels, and email marketing, call for entries & venue branding.
- Opportunity for sponsor quote on social media and press release
- 2 -minute speaking opportunity at start of awards ceremony
- 1 x complimentary Gold Table\* of up to 12 guests per table (Members and Non- Members)
- Awards Category Sponsorship for x 2 Awards, including choice of category, company name on certificate & presenting rights
- Opportunity to provide give-aways i.e gift cards / goody bag and prizes at the Awards – to confirm with GCVA

**£25,000 ex vat**



# Silver Sponsor

Benefits include but not limited to:

- Appear as: GCVA Hall of Fame Awards 2025 (Silver Sponsor) at event and any preceding GCVA meetings
- Sponsor branding to appear on all relevant marketing materials produced, including promotions via web, GCVA Newsletter, social channels, and email marketing
- Announced on all GCVA social channels as sponsor, opportunity to provide a quote
- Sponsor name and branding on all Hall of Fame Awards 2025 venue branding
- 1 x complimentary Silver Table\* of up to 12 guests per table (Members and non-members)
- Awards Category Sponsorship, including choice of category, company name on certificate & presenting rights
- Opportunity to provide give-aways i.e gift cards / goody bag and prizes at the Awards – to confirm with GCVA

**£15,000 ex vat**





# Bronze Sponsor

Benefits include but not limited to:

- Appear as: GCVA Hall of Fame Awards 2025 (Bronze Sponsor) at event and any preceding GCVA meetings
- Sponsor branding to appear on all relevant marketing materials produced, including promotions via web, GCVA Newsletter, social channels, and email marketing
- 2 x Free Single Tickets
- Announced on all GCVA social channels as sponsor, opportunity to provide a quote
- Awards Category Sponsorship, including choice of category, company name on certificate & presenting rights

**£7,500 ex vat**

# Category Sponsor

- Name to appear on chosen award category certificate
- Presenting rights on the night

**£4,000 ex vat**



# GCVA AGM 2025 19 November

## Lead Sponsor

### Benefits:

- Company to be promoted in GCVA newsletter, social channels, and event emails
- Company e-shot pre or post event to GCVA Member database
- Opportunity to utilise a complimentary meeting room or space (pre or post event ) at venue
- Speaking opportunity at event with a 5 minute slot, can include video
- Company logo featured throughout event branding, including presentation slides
- Opportunity to provide guests with promotional material / giveaway i.e gift cards / goody bag and prizes at the event or to run a competition - to confirm with GCVA



**£10,000 ex vat**



# Get in Touch:

email - [victoria@gcva.co.uk](mailto:victoria@gcva.co.uk) | t - 07584 794 752

email - [hannah@gcva.co.uk](mailto:hannah@gcva.co.uk) | t - 07721 066 364

GCVA Conference: [conference@gcva.co.uk](mailto:conference@gcva.co.uk)

All other enquiries: [info@gcva.co.uk](mailto:info@gcva.co.uk)

