Sponsor introduction to Fast Track
Overview & costs

Sponsorship provides opportunities for new business development with top-performing private companies, from the fastest-growing to the biggest companies; as well as profile raising and branding in The Sunday Times.

Costs range from award sponsorship of £65k to title sponsorship of £245k+ pa.

“Fast Track has become the definitive barometer of top private companies. It has introduced Virgin to many talented entrepreneurs, encouraging me to set up Virgin Mobile”
Sir Richard Branson
Virgin Group has been title sponsor of Fast Track 100 for all 20 years

“It is great that Fast Track celebrates the fastest-growing companies in the UK”
David Cameron

“Our sponsorship has created significant new business opportunities for us that have added to our bottom line and given us an excellent return on our investment.”
Stuart Grant
HSBC has been a sponsor of Fast Track for 14 years

To discuss sponsorship opportunities contact: Hamish Stevenson T: 01865 297100 E: hamish.stevenson@fasttrack.co.uk

www.fasttrack.co.uk
Fast Track helps sponsors to gain access to and win new business from the UK’s top-performing private companies, ranging from the fastest-growing to the biggest, through our seven annual league table programmes with The Sunday Times.

We have a proven 20-year record of delivering a consistently good ROI for our blue-chip sponsors through:

- **Business development**: sponsors meet ‘hard-to-reach’ directors at one-to-one company visits, and networking and awards dinners
- **Brand-building**: sponsors raise their profile and generate targeted PR through each league table supplement and awards dinner

**Current sponsors**: Virgin (all 20 yrs); HSBC, Lloyds Bank & UBS (14+ yrs); Barclays, BDO, Grant Thornton & Hiscox (8+ yrs); BGF (5 yrs); Linklaters (4 yrs); Heathrow, Exporting is GREAT & N+1 Singer (2 yrs), DHL Express & Virgin Media Business (1 yr)
Fast Track’s current & past sponsors

Current

Virgin 20 yrs
Lloyds Bank 15 yrs
UBS 15 yrs
HSBC 14 yrs
Barclays 10 yrs

IBDO 10 yrs
Hiscox 10 yrs
Grant Thornton 8 yrs
BGR 5 yrs
Linklaters 4 yrs
BMW 3 yrs

Past incl

Heathrow 2 yrs
Exporting is Great 2 yrs
N+1 SINGER 2 yrs
DHL 1 yr
Bursiness 1 yr
Trowers & Hamlins 1 yr

PwC 17 yrs
KPMG 8 yrs
Microsoft 8 yrs
Deloitte 6 yrs
Audi 6 yrs
TPG Capital 4 yrs
# League table programmes in 2017

## Fastest-growing SME exports
- **Published since 2015**
- Sales: £5m - £25m
- 2yr int sales: 30% - 280% growth pa
- Dates: Publication: 26 Feb
- Awards: 9 May

## Fastest-growing tech (TMT) companies
- Dates: 2001
- Sales: £5m - £50m
- 3yr sales: 40% - 260% growth pa

## Fastest-growing sales (excl TMT)
- Dates: 1997
- Sales: £5m - £100m
- 3yr sales: 50% - 200% growth pa

## Fastest-growing international sales
- Dates: 2010
- Sales: £25m - £200m
- 2yr int sales: 15% - 250% growth pa

## Fastest-growing profits
- Dates: 2000
- Sales: £20m - £350m
- 3yr profits: 50% - 200% growth pa

## Mid-market growth
- Dates: 2005
- Sales: £115m - £630m
- Growth: min 5% in sales/profits

## Biggest sales
- Dates: 2002
- Sales: £630m - £18bn
- Profits: up to £1.5bn

## Example companies
- **Compiled in association with**
  - PwC
  - Lloyds Bank
  - Microsoft
  - KPMG
  - Deloitte
  - BDO

## Current sponsors
- **Compiled in association with**
  - HSBC
  - BDO
  - PwC
  - KPMG
  - Deloitte
  - BDO

## Published since
- 2015
Different levels of sponsorship*

<table>
<thead>
<tr>
<th>Title</th>
<th>(1 title sponsor)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Headline sponsorship, including naming rights</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>The Sunday Times</strong> supplement in Business section: branding and quarter-page article on front-page and third-page colour ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Sunday Times digital edition: logo on front screen, full sponsor article and one screen colour ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Awards dinner (250+ guests): title sponsor is main host, gives welcome speech and presents two awards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>– <strong>15 sponsor hosts attend, with targeted networking &amp; seating to meet key directors of selected companies</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Tailored deliverables** (additional cost) for sponsor to meet key directors from companies chosen by sponsor.

Title sponsor has first choice of the following deliverables:

- Company visits (up to 25) for sponsors wishing to meet companies either shortlisted for the current league table; or as part of a bespoke 'Ones to Watch' or 'Ones to Recognise' award programme for promising companies not on the table
- Host bespoke alumni dinners and/or roundtable discussions attended by 20–30 directors from our past companies chosen by sponsor, and selected by: region; sector; major shareholders; or specific directors, e.g. FDs
- Customised content and research for sponsor

<table>
<thead>
<tr>
<th>Main</th>
<th>(up to 4 non-competing main sponsors)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>The Sunday Times</strong> supplement in Business section: branding at top of front-page, quarter-page article and quarter-page colour ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Sunday Times digital edition: logo on front screen, full sponsor article and one screen colour ad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Awards dinner (250+ guests): main sponsors co-host dinner and each present one award chosen by sponsor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>– <strong>10 sponsor hosts attend, with targeted networking and seating, to meet key directors of selected companies</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Tailored deliverables** (additional cost) – as listed above

<table>
<thead>
<tr>
<th>Award</th>
<th>(max 2 per dinner)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 sponsor representatives attend national awards dinner, and request which directors they would like to sit next to</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sponsor presents an award chosen by sponsor; with branding in programme &amp; on screen at awards ceremony</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(as no individual awards are presented for Top Track 100/250, sponsor gives short speech or introduces a speaker)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sponsor chooses one of the following additional deliverables:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. two additional sponsor reps at the national awards dinner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. visits to five short-listed companies prior to publication</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. hosting a bespoke follow-up dinner for 10–15 alumni companies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. a quarter-of-a-page colour ad in the supplement in <strong>The Sunday Times</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Variations**

- **Top Track 100**: three dinners, rather than one large awards dinner, each attended by 50 guests with 5 representatives from title sponsor, 3 – 4 from main; and no awards are presented. Company visits limited to 10 visits by title sponsor only
- **Top Track 250**: no awards presented, dinner attended by 20 hosts from title sponsor and 12 from main
- **International Track 200**: awards dinner attended by 20 representatives from title sponsor and 12 from main
- **Sponsorship costs**: league tables with more than 100 companies cost more