



“BTS at 50” Book Call for Sponsorship (September 2019)

The BTS will be celebrating its 50th year (2021) by publishing a unique, fascinating and indispensable collection of facts, stories and photographs from the tunnelling industry.

With perhaps 200 authors, 50 volunteers, and a print run of at least 2,000, a wide distribution is anticipated, including the offices and libraries of consultants, contractors, tunnel operators, and educational establishments, as well as to large numbers of active BTS Members and others within the industry.

We hope to publish a high-quality book at a very attractive price, but can only do so with your help.

Providing sponsorship to the ‘BTS at 50’ book will get your company’s brand in front of all levels of tunnellers within the UK.

BTS publications generally cover best practice working and safety, and have limited and very specific audiences. This unique opportunity to present to the whole Membership (individual and corporate) is unlikely to be repeated for another 50 years.

Our proposed sponsorship levels are shown in the table below.

“BTS at 50” book sponsors	Logo on back cover	Logo on sponsorship page in Introduction pages	Name in list of sponsors in Appendix	Name n list of individual sponsors in Appendix	Logo on launch publicity	One-page colour advert in Appendix	Half-page colour advert in Appendix	Free books	Cost
Platinum	✓	✓	✓		✓	✓		10	£7,500
Gold		✓	✓		✓		✓	7	£5,000
Silver		✓	✓					3	£2,000
Bronze			✓					1	£500
Individual				✓				1	£100

If you are able to support us in this important venture, please respond to Anita Wu (anitawu@lba.london or kenspiby@lba.london from mid-Oct 2019 to end Jan 2020), or to the BTS Secretary (bts@britishtunnelling.co.uk). We would appreciate responses by the end of October 2019 to allow us to determine the available budget. Invoices will be sent out in March 2020 for payment by the end of June 2020.