

Why are we on board?

Why Gowling WLG chooses to sponsor the London
Transport Museum

Outline

- Who are Gowling WLG?
- How are we engaged with LTM?
- Why does it work for us?
- Targeting and tuning

Who are Gowling WLG?

- Global law firm – UK, Canada, Europe, GCC, Singapore, China
- Sector-focussed approach: includes transport, infrastructure, technology, engineering, built environment
- Major offices in London and Birmingham, UK
- Transport for London a consistent top ten client
- Wide client base includes major UK public sector and commercial organisations

How are we engaged with LTM?

- Corporate members for over 10 years
- Regular table at the LTM annual dinner
- Sponsors of the Interchange thought leadership programme since 2017

Why does it work for us?

- Profile and engagement in the industry/ sector
- Brand association
- Benefits for our people
- Shared values
- Return on investment

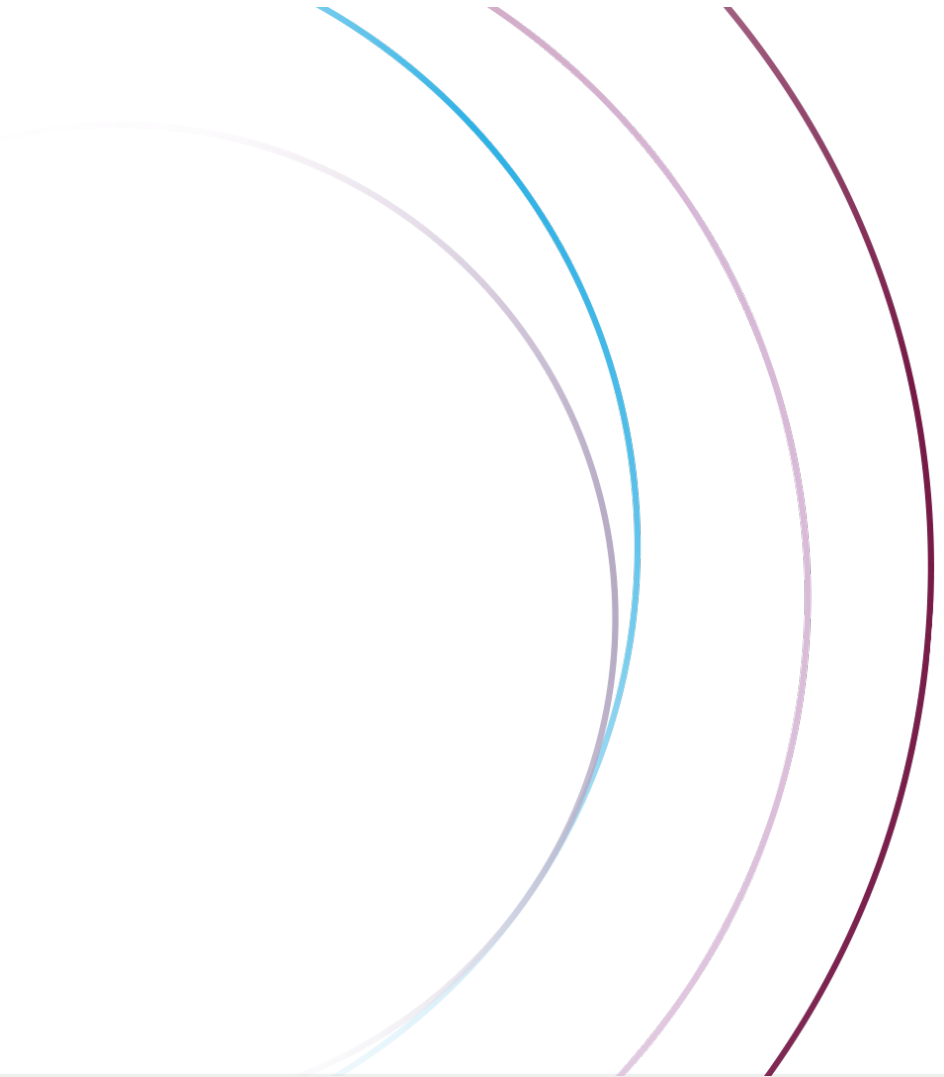
Becoming part of the industry

Museum corporate members network:

- TfL supply chain
- Related consultants
- UK central and local government
- Think tanks and academic contacts

Enhanced role and profile as sponsors

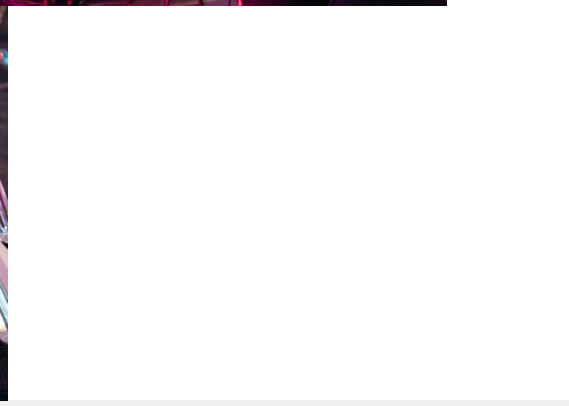
Access to senior TfL & GLA personnel



Benefits for our people

- Museum access
 - Free entry for staff
 - Access to events
- Pride in who they work for
- Facilities available for use

People, place, brands



Shared values

The ESG agenda

- Youth engagement
- Diversity
- Cultural support
- Sustainability

Return on investment?

“....the price of everything and the value of nothing”

- Tangible or intangible?
- Statistics
 - Media and hits
 - Numbers attending
 - Business created...?
- LTM support on making the case

~~Mind~~ Spot the gap ... and go for it – targeting and tuning

- Identify key individuals and possible promoters
- Identify the selling points for each potential sponsor
- Promote the sponsor brand
- Sharing events increases contacts – easier to build networks
- Manage competitors and build sponsor to sponsor connections
- Keep it fresh/ adapt to change
- Use extra treats
- Be charming!

Questions?



GOWLING WLG