



2014 ALD Automotive Fleet Awards and 2014 Company Car of the Year

Basic data

7th edition of national contest "2014 Czech Company Car of the Year" [CCCY] and "2014 ALD Automotive Fleet Awards"

Promoter:

Club 91, s.r.o.

Professional supervision:

FLEET firemní automobily

Promotion:

FLEET and media partners

Timing:

March-October 2014

Prize giving ceremony:

Prague, 9 October 2014
[venue to be specified]

General Terms:

www.fleetawards.cz

Contacts

Organizer:

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ALD Automotive Fleet Awards 2014 is a nationwide contest whose aim is to elect and appreciate excellent personalities, products and services in the sector of car fleets. The contest includes:

- Election of Company Car of the Year in 9 categories by a jury consisting of 100 managers of 100 Czech companies
- Election of Company Car of the Year in internet vote
- Election of Fleet Awards in 6 categories
- Election of Fleet Manager of the Year [on the side of fleet operator and on the side of fleet supplier]

The contest is held according to a precise time schedule starting March 2014. Company Car of the Year is elected by 100 car fleet managers and senior managers from 100 Czech companies from all over the country. Fleet awards for other products and services are elected by a jury of 10 independent professionals. The nominees for CCCY are nominated by the official representatives of car manufacturers in the Czech Republic. Nominees for other awards can be delivered by anyone who duly fills the nomination form available on the website. The methodology of the evaluation process is proposed by the editorial staff of FLEET magazine. All information and data are available on internet sites of the event. The jury members of CCCY are invited to two test sessions where they can test and study the nominated cars. The results of ALD Automotive Fleet Awards 2014 will be presented at a traditional prize giving ceremony and gala dinner in Prague in October 2014.



Why to become a Partner?

Partnership to annual fleet award contest represents a unique marketing tool for all who deliver products and services to car fleets and wish to address new potential customers as well as those who want to strengthen the image and reputation of a modern fleet supplier.

Benefits in brief:

- You acquire new valuable business contacts during the accompanying events (Fleet Days)
- You join your name with a respectable, credible and well organized action
- You receive a lot of valuable information which will help you in decision making processes
- You benefit from large coverage of the event both in print and on-line media
- You get a free promotion while presenting the contest in the FLEET magazine and partnering media publications
- You strengthen the image of premium fleet partner

Choose from partnership packs:

| | |
|-----------------------------|-----------|
| Exclusive Partner | 3 808 EUR |
| Partner | 2 500 EUR |
| Titular Partner for Company | |
| Car of the Year contest | 6 923 EUR |
| Partner of the gala evening | 1 155 EUR |

Nomination charges for car manufacturers

| | |
|--|---------|
| 1 – 3 nominations, cost per 1 nomination | 385 EUR |
| For one additional nomination | 308 EUR |

Cancellation terms

Identical with Fleet Days events

Full presentation portfolio of ALD Automotive Fleet Awards contests 2008 – 2013 available on www.iFLEET.cz/Eventy or on www.fleetawards.cz. See the photos, videos, media releases, press clippings...

Partnership packs

| | Major Partner* | Exclusive Partner | Partner | Titular Partner for CCCY | Partner of the gala evening |
|--|----------------|-------------------|---------|--------------------------|-----------------------------|
| Company name and logo incorporated into the event name/logo | ● | | | ● | |
| Exclusivity within the Partners' group | | ● | | ● | |
| Larger logo exposure to the Partners on lower level [+ 30 %] | ● | ● | | | |
| Possibility of outdoor presentation (stand) within the Fleet Day I and II** | ● | ● | ● | ● | |
| Possibility of indoor presentation during the gala evening (prize giving ceremony) | ● | ● | ● | ●** | ● |
| Logo exposure in all forms of event promotion | ● | ● | ● | ● | ● |
| Detailed database of participants of all accompanying events | ● | ● | ● | ● | ●*** |
| Possibility of inviting own guests to the gala evening (prize giving ceremony) | 20 | 10 | 5 | 15 | 5 |
| Documentary photo & video of all accompanying events | ● | ● | ● | ● | ●*** |

*] Major partner contracted till and including 2014

**] Within the reserved area for Fleet Awards presentation

***] Regards only the "gala evening" event

2014 ALD Automotive Fleet Awards time schedule*

| | |
|-------------|---|
| 1. 3. 2014 | Official launch, nomination form for Fleet Awards available |
| 31. 3. 2014 | Deadline for nominations of CCCY 2014 |
| 18. 4. 2014 | Deadline for material delivery for the "100 jury" members |
| 14. 5. 2014 | 1 st test session for CCCY |
| 11. 9. 2014 | 2 nd test session for CCCY |
| 11. 9. 2014 | Deadline of nominations for Fleet Awards 2014 |
| 19. 9. 2014 | "10 jury" meeting, presentation of nominations |
| 9. 10. 2014 | Price giving ceremony, gala dinner |

*] Change of date or venue reserved

Rich media coverage during the whole year. Media partnerships with country's top business media

