

The TyreSafe Briefing & Awards 2027

Sponsorship Opportunities

The **CRITICAL** **CONNECTION**

TYRES, THE SAFE SYSTEM
AND THE ROAD TO ZERO HARM

15th June 2027 | The Belfry



Foreword



Following our landmark 20th anniversary milestone, I am incredibly proud to welcome you to the 2027 TyreSafe Annual Briefing and Awards at The Belfry. As we look to the future, our focus

shifts toward a critical evolution in road safety advocacy, aligning our mission more closely than ever with the Safe System approach and the Government's Road Safety Strategy.

This year's theme, "The Critical Connection: Tyres, the Safe System and the Road to Zero Harm," reflects this progressive alignment. Within the Safe System, we know that road safety is a shared responsibility. While much attention is naturally dedicated to safer speeds and safer roads, the 'Safer Vehicles' pillar holds an equally vital truth: a vehicle is only as safe as its connection to the road. Preventative maintenance is not merely a logistical recommendation; it is a fundamental pillar of risk reduction that actively prevents vehicle defects from becoming road casualties.

The 2027 Briefing will serve as a premier platform to discuss how tyre safety directly influences national safety performance indicators. With a full day of expert-led presentations, thought leadership, and the celebration of outstanding achievements at our Gala Awards, this event brings together the brightest minds and key decision-makers dedicated to driving zero harm on UK roads.

True change requires robust collaboration. By choosing to sponsor this pivotal event, your organisation makes a clear, high-profile statement of its commitment to preventative road safety and proactive incident reduction. Thank you for your continued support, and I look forward to shaping the future of vehicle safety standards alongside you.

Stuart Lovatt
TyreSafe Chair

A stylized, handwritten signature in white ink, appearing to read 'Stuart Lovatt'. The signature is fluid and cursive, with a large, sweeping 'S' at the beginning.



The TyreSafe 2027 Annual Briefing and Awards

The Critical Connection: Tyres, the Safe System and the Road to Zero Harm

On Tuesday 15th June 2027, TyreSafe will host its highly anticipated Annual Briefing and Awards Gala Dinner at the prestigious Belfry Hotel & Resort. This year's event takes on crucial significance as the UK transport sector firmly embraces the Government's Road Safety Strategy, placing the Safe System framework at the heart of national policy.

As the UK's leading tyre safety charity, TyreSafe is leading the conversation on how preventative vehicle maintenance functions as a critical preventative element within the 'Safer Vehicles' pillar. Tyres are a vehicle's only contact point with the road, making their upkeep a primary factor in incident prevention. The 2027 Briefing will unite tyre industry executives, road safety professionals, transport operators, and policymakers to explore actionable insights, share cutting-edge data, and champion the standards required to eliminate tyre-related harm entirely.

Featuring a comprehensive daytime agenda of influential keynote speakers and invaluable networking sessions, the event transitions into the evening with our black-tie Gala Dinner and the presentation of the prestigious TyreSafe

Awards. It is an essential gathering for any organisation dedicated to driving commercial success through safety compliance and ethical corporate responsibility.

An unmissable sponsorship opportunity

Sponsoring the 2027 Briefing offers an unparalleled platform to:

- **Champion the Safe System:** Position your brand at the absolute forefront of the UK's new road safety agenda.
- **Advocate Preventative Safety:** Demonstrate visible leadership in promoting vehicle defect prevention and proactive maintenance standards.
- **Engage Key Decision-Makers:** Connect directly with a highly targeted audience of senior tyre industry figures, automotive manufacturers, transport agencies, and legal professionals.
- **Align with a Trusted Voice:** Associate your corporate identity with a highly respected, government-referenced charity driving measurable behavioural change across the UK.



Why Sponsor?

Sponsoring the TyreSafe Annual Briefing offers a unique opportunity to align your brand with the forefront of road safety advocacy and innovation.

By partnering with TyreSafe, you demonstrate your commitment to promoting tyre safety and supporting initiatives that save lives on our roads.

Here's why you should consider sponsoring:



Visibility and exposure

Gain prominent visibility among industry professionals, stakeholders, and decision-makers attending the event. Showcase your brand's commitment to tyre safety to a targeted audience.



Networking opportunities

Connect with key stakeholders, industry leaders, and potential clients during networking breaks. Build valuable relationships and expand your professional network.



Thought leadership

Position your brand as a thought leader in tyre safety and road safety advocacy.



Brand recognition

Increase brand recognition and awareness within the tyre safety community. Benefit from extensive promotional opportunities, including logo placement, marketing materials, and digital platforms.



Supporting a vital cause

Demonstrate your corporate social responsibility by supporting initiatives that promote road safety and save lives. Your sponsorship directly contributes to TyreSafe's mission of raising awareness about tyre safety and reducing road incidents.

Sponsorship and Exhibitor options

Please contact
theteam@tyresafe.org
for more details or
customised packages.

*Due to the bespoke nature and extensive
benefits of this package, pricing is available
upon application to best tailor it to your needs.

PACKAGE	BENEFITS	COST
Headline Sponsor	Exclusive sponsorship of the TyreSafe Briefing and Awards Ceremony. Includes prominent logo placement, speaking opportunity and dedicated branding in all promotional materials.	£POA*
Dinner Sponsor	Includes welcome address, branding on menus and collateral, discount of 10% for dinner places, logo on all briefing collateral, including programme, holding slides and official background banner used for photos. Sponsors logo pack (including official sponsor logo) Logo on briefing website page.	£5,000
Lunch Sponsor	Includes logo on all briefing collateral, including programme, holding slides and official background banner used for photos. Sponsors logo pack (including official sponsor logo) Logo on briefing website page.	£1,500
Casino Sponsor	Includes exclusive branding of the after-dinner entertainment, featuring your company logo printed on the fun money used by guests. Your package also includes logo placement on all briefing collateral (including the programme, holding slides, dinner menus, and the official background banner used for photos), plus your logo on the briefing website page and the official sponsors' logo pack.	£1,500
Lanyard Sponsor	Includes logo on all briefing collateral, including programme, holding slides and official background banner used for photos. Sponsors logo pack (including official sponsor logo) Logo on briefing website page.	£1,200

Sponsorship and Exhibitor options

Please contact
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customised packages.

*Sponsorship priority of these awards is offered to our
Headline sponsor before being available to all sponsors.

PACKAGE	BENEFITS	COST
TyreSafe Awards Sponsorship*	Includes recognition on the award, logo placement, branding in promotional materials. Award categories: • TyreSafe Awards 2027: • Compliance & Enforcement • Innovation & Technology • Manufacturer • Online & Social Media • Outstanding Achievement • Retailer • Independent Retailer • Tyre Safety in the Community • Special Recognition • Communications • Road Safety (Individual) • Road Safety (Organisation) • Road Safety Partnerships	£1,000 per award category
Exhibitor Package	Exhibition space, table with chairs, electric point and WiFi to showcase products and services. Includes logo placement, listing in the event program, and networking opportunities	£750

Exhibition Floor Plan

Woodlands Foyer
& Conservatory



We look forward to
partnering with you
for a successful and
impactful TyreSafe
Briefing & Awards.

Next Steps

1

Review the options

2

Select your package

3

Get in touch

theteam@tyresafe.org

Telephone: 01787 221 027. Email: theteam@tyresafe.org

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