

YOUNG DRIVER FOCUS 2023

10th May 2023 | RAC Club, Pall Mall, London

Organised by

Road Safety GB

FIRST
CAR

RAC
Foundation



Key note address: Baroness Vere of Norbiton, Parliamentary Under Secretary of State, Department for Transport

BACKGROUND

FirstCar, Road Safety GB (RSGB) and the RAC Foundation are some of the most powerful brands in the young driver market and they've combined forces once more to present **Young Driver Focus 2023**. This one-day conference is unique by being focused on reducing young driver casualties, specifically addressing key road safety issues for this high-risk group of drivers: 17-25 year olds.

Now in it's eighth year, the event will be held once more at the prestigious, five-star Royal Automobile Club, Pall Mall, London on Wednesday, 10 May, 2023. It brings together road safety professionals from across the UK, spanning both

the public and private sector. The event receives heavyweight backing from key industry bodies such as IAM Roadsmart, PACTS, Roadsafe, Road Safety Scotland, RoSPA and THINK!

Young Driver Focus (YDF) has sold out every year since launch in 2014. The last YDF sold out in record time with over 175 delegates attending, representing over 100 different organisations from both the public and private sector. Over half the audience were first-time visitors, representing a totally fresh audience for sponsors and exhibitors to engage with.

[Click here to view a short promotional video](#)



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TARGET MARKET

175+ road safety professionals from both the public and private sector attend this event. This includes road safety officers, government transport officials, industry bodies and private sector companies, all of whom have a passion and interest in young driver safety.

The event offers a great platform for companies to cost-effectively communicate to this hard-to-reach and unique audience, who've travelled from all over the UK, all under one roof, on one day.

CONFERENCE CONTENT

The day's content is action-packed. An array of top-level, respected speakers from a wide range of backgrounds will address the audience, from both the public and private sector. They will be presenting research, evaluation, ideas and insight on the subject of cutting young driver casualties, now and in the future. The concise presentations form part of a fast-moving agenda and will be forward-focused rather than a retrospective look at young driver collisions and casualties. Valuable networking opportunities will take place at registration, regular refreshment breaks and during the hot buffet-style lunch.

HEAVYWEIGHT MARKETING

Part of the event's continued success is due to the collective market reach and engagement with the road safety community that **FirstCar**, **RSGB** and **The RAC Foundation** offer. **FirstCar** and **The RAC Foundation** heavily promotes the event to its road safety network and private sector clients; **RSGB** does likewise on a regular basis in the build-up to the event, using the hugely popular **RSGB** newsfeed and website. Our supporting partners also promote to both their members and impressive list of contacts.

Post event, the **Young Driver Focus** report is published which captures all the key information from the day. This is circulated to over 3,000 road safety professionals via the **FirstCar**, **RSGB** and **RAC Foundation** networks.



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PRE-EVENT DRINKS RECEPTION

An informal drinks reception takes place at Davy's Wine Bar, St. James, the evening before YDF, an event in itself. All delegates are invited, many of whom travel to London the night before. An exclusive area is reserved in the wine bar with free drinks and an excellent buffet laid on courtesy of our sponsor. At our previous event, 50+ influential road safety professionals from both the public and private sector attended, welcoming this unique opportunity to network in a relaxed environment. The event runs from 6pm - 9pm.

EXHIBITOR ZONE

The exhibitor zone forms a key part of the day with a select number of exhibitors (8) given the opportunity to engage with delegates. Each year the space sells out quickly.

Exhibitors are located on the same floor as the conference, where delegate registration, mid-morning refreshments and the hot buffet lunch are served. Exhibitor space is limited to just eight stands, so space is at a premium and offers companies key access to the delegates during the breaks.

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SPONSORSHIP PACKAGES

Sponsorship of the event brings with it powerful brand exposure via the heavy weight marketing which **FirstCar**, **RSGB**, the **RAC Foundation** and the other supporting sponsors will provide in the build-up to the event, on the day and via post-event publicity.

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GOLD SPONSOR - £12,500

“Young Driver Focus in association with *Headline Sponsor*”
The sole headline sponsor title will be used alongside the event logo in all references, on all marketing collateral including all branding and the event website.

Additional benefits:

- 12m sq stand, in prime location
- Sponsor thanks in introduction and closing speeches
- Delegate brochure
 - full-page welcome message
 - outside back cover advert
 - 100-word company description
- Post event report
 - Branding
 - Full page welcome message
- Branding
 - on screen during all speaker breaks and intervals
 - event website
- Access to all delegate names, job title and companies represented
- 4 x pull-up banners - client to supply
- Promotion via all publicity and press releases, pre and post event
- Six delegate passes - worth £1,200.

SILVER SPONSOR - £5,000 (X3)

The event logo will be suffixed with “supported by” the silver sponsor logo, in print, online and on event bannering and screen projections at the event.

Additional benefits:

- Delegate brochure
 - full-page advert ■ 75-word company description
- 6m sq. exhibition stand
- Sponsor thanks in opening and closing speeches
- Branding on screen during all speaker breaks and intervals
- Access to all delegate names, job title and companies represented
- 2 x pull-up banners - client to supply
- Delegate brochure: Full-page advert/company profile
- Branding on event website
- 4 delegate passes - worth £800
- Post event report
 - Full page advert.

EXHIBITION SPACE - £995 (X8)

- 6m sq. exhibition space
- Electricity, Wi-Fi, table and chairs provided
- 2 staff passes - worth £400
 - includes lunch and refreshments.
- Invitation to pre-event drinks reception x2
- Delegate brochure: 50-word company listing
- Access to all delegate names, job title and company representing
- Post event report ■ Company listing.

LUNCH SPONSOR - £2,500 (X1)

The lunch sponsor will be recognised by having their logo in print, on-line and on-screen projections at the event.

Additional benefits:

- 6m sq. exhibition stand
- Branding; event website, 2 x banners around catering stations, screens during all speaker breaks and intervals, display cards on all catering stations
- Delegate brochure
 - Half-page advert/company profile
 - 25-word company description
- Sponsor thanks pre and post lunch
- 2 delegate passes - worth £400
- Post event report ■ Half page advert.

PRE-EVENT DRINKS RECEPTION SPONSOR - £1,995

Naming rights in all the pre and post communication of the event ‘Young Driver Focus 2023 drinks party in association with SPONSOR’

Additional benefits:

- 2 x pull-up banners on the night and at the conference
- Branding on the YDF website
- 2 delegate places at YDF - worth £400
- Delegate brochure
 - full-page advert ■ 50-word company description
- 5 invites for staff and guests at the drinks party
- Sponsor to address audience and welcome
- Branded place cards at refreshment stations
- Access to all names, job title and companies of registered guests, prior to event
- Thanks on stage at YDF the following day
- Post event report ■ Half page advert.

LANYARDS - £1,500

All delegates, exhibitors, speakers and organising staff will wear lanyards during the day. These will be in the sponsor’s colours, carrying the company name and logo.

Additional benefits:

- 2 x pull-up banners at the conference - client to supply
- Branding on the event website
- 2 delegate places - worth £400
- Delegate brochure
 - full-page advert ■ 25-word company description
- Access to all delegate names, job title and companies represented
- Post event report ■ Half page advert.

DELEGATE BROCHURE

- Double page advert - £625
- Full page advert - £375
- Half page advert - £225

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CONTACT US

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YOUNG DRIVER FOCUS 2022 FEEDBACK

% of respondents who gave a rating of 'excellent' or 'good'

| | |
|-----------------|-----|
| Content | 92% |
| Organisation | 98% |
| Communication | 98% |
| Overall event | 96% |
| Location | 96% |
| Value for money | 89% |

“Gold Standard for road safety practitioners working with young people.”

“Very well organised and enjoyable conference.”

“Another open and wideranging agenda with excellent speakers and plenty to think on over the next months.”

“Cannot be faulted!”

“Insightful presentations with lots to take away and think about.”

“Fantastic location and very worthwhile.”

“Very enjoyable and informative.”

“Glad to be back at the RAC and fantastic networking.”

“Great line up of speakers, very informative”

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