



Johnno Spence Consulting Ltd.

Events and Hospitality

Sports Media Relations & Sponsorship Consultancy

Impact through high performance events

JSC offer a quality management and operational service covering the events and hospitality sector. Our skilled team are specialists in creating experiences for our clients and their guests. Whether organising large logistically complex events or bespoke VIP hospitality, our attention to detail and quality will ensure the occasion leaves a lasting impression.

JSC Sport specialises in using sponsorship, PR and Events to drive value for our clients. Our exceptional track record across these disciplines has led to a wide variety of clients, ranging from sports personalities to governing bodies.



Case Study: Property Raceday

BRIEF

- To grow a charity and networking event for the property industry called The Property Race Day.
- To create a unique and entertaining day of networking and fundraising for the property industry.
- To maximise funds raised for the nominated charities.
- To ensure the smooth running of the day including the principle fundraiser, the silent auction.

SOLUTION

- Co-ordinate all booking details, invoicing and ticketing prior to the event.
- Source sponsors for various different elements of the day, such as the races, champagne reception and brochure. Previous sponsors include Helical Bar, Santander, Cushman and Wakefield and British Land.
- Liaise with Ascot Racecourse over logistics to ensure consistently high standards across all facets of the day including food, viewing areas and room set up.
- Obtain PR in the national racing media about the event.

RESULTS

- JSC have helped establish a well reputed event within the property industry with evergrowing demand.
- Despite the economic downturn, £100,000 raised in 2009 for the two nominated charities, Land and SOS Children's Homes.
- The event has outgrown its original venue and now takes place at the prestigious Ascot Racecourse. 600 guests are expected to attend this year's event compared with 300 in 2007.



JOHNNO SPENCE CONSULTING LTD

For further information please contact:

Email: jsc@jscsport.co.uk

Tel: 020 7385 8819

Unit 4B, The Coda Centre, 189 Munster Road, London, SW6 6AW

www.jscsport.co.uk