



MVT

Corporate Sponsorship Policy

V1.02 September 2025

Previous Versions

Version	Date	Author	Reason
1.01	December 2019	P Hamblin	Policy initiated
1.02	October 2025	P Hamblin	Updates and Reformat



MVT Corporate Sponsorship Policy

Context: The Military Vehicle Trust is the World’s largest organisation of ex-military vehicle owners and enthusiasts and is dedicated to “keeping our mechanical veterans alive”. We have been a Registered Charity since 1987 and our Charitable Purposes are set down in a document called our “Memorandum of Association”.

The Trust is established for the purpose of restoring and preserving military vehicles of historical interest and the preservation of books, drawings, records, documents, sound and visual recordings, films, photographs and other media and ephemera relating to such vehicles, their history and development, and promoting and encouraging the same aim in others.

Our Core Values are summarised in our three aims:

Conserve and Restore, Educate and Inspire and Honour and Respect

This document sets out the arrangements offered by the MVT regarding Corporate Sponsorship

1. Corporate Sponsorship

If your organisation is dedicated to supporting charities and voluntary bodies, you are invited to partner with the MVT as a corporate sponsor. To discover the various benefits your organisation could gain, you can contact the General Secretary by emailing gensec@mvt.org.uk.

2. Sponsoring the MVT

The MVT offers a range of sponsorship opportunities, including tailored communications packages, sponsorship of events, and sponsorship of publications. As a corporate sponsor, you will be helping the MVT to enhance our effectiveness and efficiency in achieving our mission of “keeping our mechanical veterans alive.” This mission is achieved by broadening individual and collective knowledge and understanding of military vehicles and artefacts, through networking and education of both MVT members and the public. We work collaboratively with our partners to develop sponsorship packages that are tailored to your needs and budget.

3. Sponsorship Opportunities

- Sponsorship of a publication: The MVT publishes its “Windscreen” magazine six times a year and also produces research and market intelligence reports.

Benefits of sponsoring an MVT publication include:

Your logo prominently featured on the cover of the publication

An agreed number of copies delivered to your key contacts

Acknowledgement in our email, web, and printed marketing and promotional materials

Opportunity for a sponsor’s introduction in the form of a foreword (subject to agreement)

- Tailored Communications Packages: The MVT provides a variety of tailored communications packages for its corporate partners and sponsors. These packages may include:

Acknowledgement in MVT's membership briefings (distributed to over 6000 named individuals) and in our award-winning magazine, "Windscreen", which is published six times a year

Promotion through the MVT website

Opportunities for joint press activities with the MVT's Media/PR Officer

- Sponsorship of an Event; The MVT maintains a busy events calendar, featuring several 'must attend' dates for military vehicle enthusiasts. These include the MVT Annual General Meeting, attended by senior decision makers, officers, members, and volunteers and a range of meetings, events, and shows organised by one of the areas in our local area network.

Benefits of sponsoring an MVT event include:

Demonstrating your company's commitment to our charity and the voluntary sector

The opportunity to deliver a plenary welcome address at our events

High-profile branding across all event promotions, including printed brochures, web, and email communications

Branding on the day of the event (e.g., inserts in delegate packs, signage, banners, holding slides)

Recognition of your support through our communications channels, such as our website, members' newsletter, and "Windscreen" magazine

Guest places at selected events, allowing you to invite key customers and partners

4. Corporate Sponsorship Fees

Fees vary depending on the sponsorship type. Please email the MVT Treasurer at treasurer@mvt.org.uk to discuss your needs and how MVT can help achieve your goals.

All fees are subject to VAT.

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