M2006 Sponsor Recognition Panel
Brand Communication plan for discussion
9 September 2004 - Job 18A76
Communication Objectives

- To formally recognise the partnership of M2006 with individual sponsors.
- To promote a fraternity amongst sponsors.
- To celebrate diversity.
- To acknowledge valuable contribution.
Brand Communication Approach

- Incorporate sponsor brands as a display system within M2006 reception space.
- To integrate the design of the display within the existing brand image of reception.
- To create a flexible updatable solution.
Design Solution
1. Display system attached to both reception walls.
2. Matrix grid allows for incorporation of sponsor logos within a modular square system.
3. Incorporate M2006 sport graphic images.
4. System made up of acrylic panels with magnetic fixings within a metal frame, allowing insertion of sponsor and graphic image combinations as desired.
5. Images prepared as digital files printed on paper and inserted into display.
6. Overall effect is one of partnership.
7. Title of display to be confirmed.
Sponsor wall panel
Sponsor wall panel

Metal back panel

Back panel

Acrylic panel with digital print mounted on rear

Metal support strips

Magnetic strips applied to acrylic panel