

FOI Release

Information released under the Freedom of Information Act

Title: Quantel Bifold British Touring Car Championship carrying the Business is GREAT logo

Date of release: 11 April 2014

Information request

Details of the sponsorship arrangements for the Quantel Bifold British Touring Car Championship, which carries the Business is Great campaign logo.

1. How much has the Government paid for this sponsorship?
2. Which Minister authorised the payment?
3. What other organisations have received sponsorship in such a way?

Information released

1. How much has the Government paid for this sponsorship?

This is not paid for sponsorship but a partnership with the Quantel Bifold British Touring Car Racing Team. The objectives of this partnership are to:

- A) Increase the visibility and media reach of the Business is GREAT Campaign via television coverage and public following of the event.
- B) Celebrate British Business success by showcasing two British brands in Quantel and Bifold as case studies within the campaign
- C) Generate small and medium sized business awareness of Government activity with small business by holding a series of business briefing and networking events in the days preceding selected circuit events.

2. Which Minister authorised the payment?

No payment has or will be made and so no Minister was needed to authorise any payment.

3. What other organisations have received sponsorship in such a way?

The Business is GREAT Campaign will always seek to develop innovative and creative partnerships in order to extend the audience reach and visibility of its various messages. We continue to develop these and further details of future or forthcoming activities may be found on the campaign website www.greatbusiness.gov.uk or the LinkedIn company page: www.linkedin.com/company/business-is-great-britain.