



## E-Brochure



# Profile, Expertise & Experience

- Marketing Force is the market leader in highway sponsorship. We are currently covering over 100 local authority areas throughout the UK.
- Our company specialises in finding suitable sponsors for appropriate parts of the publicly maintained highway. In so doing, we help to generate additional income for Highway Authorities and work with Councils to ensure that they achieve best value from the highway asset.
- MFL has the highest sales penetration within our sector.
- MFL is the pre-eminent company for service quality and reliability.
- MFL is the biggest payer in the business with our loyal customers enjoying progressive upward payment.

## Highway Assets Suitable for Sponsorship

- Roundabouts / traffic islands
- Central reservations / verges
- Flowerbeds / shrub beds
- Boundary and welcome signs
- Town and village signs
- Bridges

## Our In House Service Areas Include

- Product development, surveys and approval
- Specialised, high calibre sales and marketing
- Professionally established pricing / valuations
- Planning
- High level maintenance and landscaping
- Superior signage design, manufacture and installation
- Handling of contracts and all financial administration
- Customer service contact
- Ongoing monitoring of all aspects to ensure quality delivery



For further details  
please contact

Or log on to **[www.marketingforce.co.uk](http://www.marketingforce.co.uk)** for more information regarding our Council Sponsorship Initiatives throughout the UK.



**Joanne Woodward**  
Joint Managing Director

Email: **[Joanne@marketingforce.co.uk](mailto:Joanne@marketingforce.co.uk)**

Office: **01394 672467**

Website: **[www.marketingforce.co.uk](http://www.marketingforce.co.uk)**



Please consider the environment before printing this document

# How other Councils are raising Sponsorship Income



We are now raising significant income for Transport for London via 70+ roundabout locations throughout Greater London. In addition we have developed 2 sponsored welcome signs as a joint venture between TfL and London Borough of Bexley.



## What Transport for London say



“Marketing Force Limited (MFL) has been working with Transport for London (TfL) since 2012 on a roundabout sponsorship programme. During this time MFL have developed an income generating portfolio, which has far exceeded our revenue forecasts. Their sales penetration is extremely high with a 100% sold out programme being virtually constantly delivered. Their pricing of sites is also very accurate and we have been particularly happy with this element. MFL have provided TfL with a great value for money service and we have been more than satisfied with income share we have received. We would have no hesitation in recommending the services of MFL to any local authority looking to raise revenue from these types of assets.”

John Pizzamiglio - Advertising Manager, Transport for London



Please consider the environment before printing this document

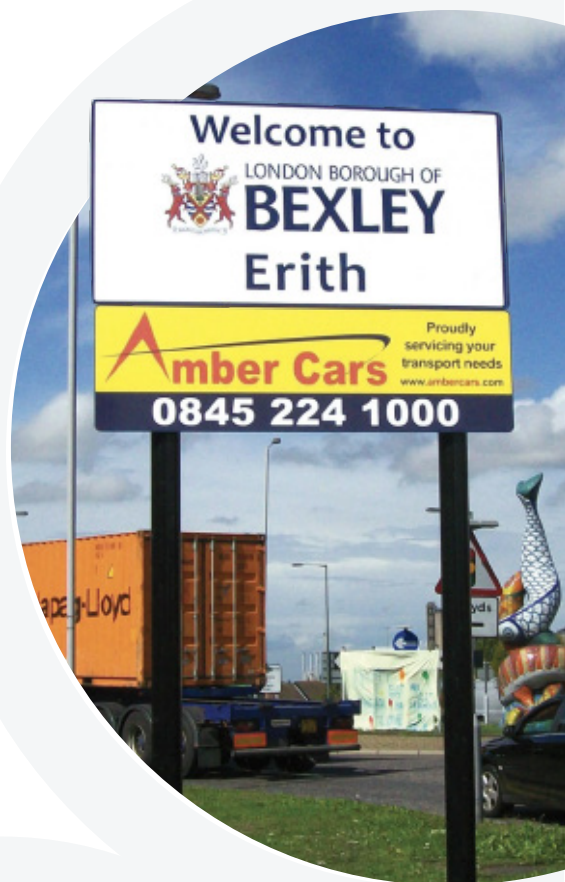


# How other Councils are raising Sponsorship Income



## LONDON BOROUGH OF **BEXLEY**

We have raised significant sponsorship income from roundabouts and verges for the London Borough of Bexley. This sponsorship programme has now successfully extended to boundary signs.



## What London Borough of Bexley say



“Marketing Force started work for Bexley in March 2004. I am pleased to say that their sales rate has never fallen below 90% of sites sold. They were also very accurate with their original estimation of site values and this has been reflected in the income generated. MFL's strong and reliable performance since the commitment of the partnership has resulted in our contract being extended ”

Mike Frizoni  
Assistant Director of Environment and Regeneration Services  
London Borough of Bexley



Please consider the environment before printing this document



# Roundabout Sign Examples



## Testimonial



“Kent County Council’s Commercial Services has worked with Marketing Force Ltd for five years, during which time the management and operational delivery of its roundabout sponsorship programme has been exemplary. As providers of an end-to-end service in this field, the Marketing Force team are tenacious in overcoming some of the inevitable obstacles that arise and have proved consistent in maintaining the requisite sales levels over the duration of the contracts, thereby delivering valuable income to the authority and significant amenity enhancements to its local communities.”

St. John Harvey - Marketing & Communications Director - Kent County Council



Please consider the environment before printing this document