THEJBBBA THE JOURNAL OF THE BRITISH BLOCKCHAIN ASSOCIATION



ACADEMIC PARTNERSHIP & SPONSORSHIP

ABOUT THE BRITISH BLOCKCHAIN ASSOCIATION

Established in 2017, The British Blockchain Association (BBA) is one of the world's most powerful voice in the blockchain industry. It is a not-for-profit organization. The BBA is an advocate for Evidence Based Practices, representing both industry and the academia in establishing benchmarks, frameworks and standards. BBA's advisors are internationally recognised thought-leaders, drawn from the worlds of intersecting the Blockchain/DLT ecosystem.

Our Advisors and Editors are from:



The BBA connects policymakers, blockchain engineers, venture capitalists and visionaries to advance the understanding, acceptance and application of Blockchain/DLT technologies. The BBA Student Forum is the Student wing of the BBA and is responsible for the voice of Blockchain within Academia. We have been invited to contribute to Chatham House's Blockchain events (Royal Institute of International Affairs) and UK Financial Conduct Authority (FCA) Crypto Asset task Force. We are working in collaboration with Department for International Trade, All Party Parliamentary Group on Blockchain (APPG UK), BBC Global News, United Nations GCPSE, British Embassies and Enterprise Ethereum Alliance.

Working in collaboration with:



ABOUT THE JBBA

The JBBA is world's first peer reviewed, academic Blockchain journal that is available both in-print, and online. JBBA provides a forum for authors to share Blockchain research including 'proofs of concepts', knowledge transfer, 'proofs of impact' and experimentation across a wide range of industries and technologies in which Blockchain is being deployed. It also covers aspects of interdisciplinary and cross-forum work in the field of DLT relevant to industry professionals, public sector, government, academia and enterprises.

JBBA is fully Open Access, free to read and download by anyone, anywhere in the world.

Since its launch, the journal has received tens of thousands of page views and has in excess of 10,000 unique visitors from over 150 countries. Contact us for the latest impressive statistics about JBBA's worldwide reach and how your organization can benefit with these connections.

JBBA has published research by scholars from some of the most prestigious international institutions: University College London Centre for Blockchain Technologies (UCL CBT), European Parliament, Edinburgh Napier University, University of Manchester, University of Essex, RMIT University, Australia, ConsenSys, Members of UK Parliament, University of Chicago Booth School of Business, USA, Capitol Technology University, USA, Ulster University, UK & University of Queensland, Australia.

BENEFITS OF ACADEMIC PARTNERSHIP / SPONSORSHIP OF THE JBBA

- ENHANCE your organization's exposure in the Blockchain arena Your logo will appear on the front cover of the journal, the hard copies of which are distributed to Universities, Major Banks, Fintech Institutions, Blockchain research institutes, policy makers, influencers, Blockchain researchers, industry leaders, Journal Editors, Reviewers and Authors, worldwide. The Main Academic Partners will also have an Exclusive opportunity to publish a Featured Article about their organisation in the journal.
- CONNECT, NETWORK AND BUILD long term relationships with key players and market leaders in the field of Blockchain BBA will acknowledge your contribution by writing a Thank you post on LinkedIn and other social media as well as post at the journal's website.



- **CREATE** a value investment for your organization through co-branding with world's premiere Blockchain Research journal and Association- **Your logo will also feature on the website of the JBBA and the British Blockchain Association.**
- HIGHLIGHT & REINFORCE your organization's position as a leader in the Blockchain Community Your organisation will be highlighted as journal's academic partners at BBA International Scientific Conferences, Academic events and forums.
- MAXIMISE your company's visibility, make new contacts and reach your target audience.
 Sponsoring the journal puts your company's name prominently in front of each and every reader of the JBBA. Your organisation will be acknowledged and featured in all journal related communications
 (BBA Newsletters, Twitter Feeds, Facebook, LinkedIn and Medium).
- STRENGTHEN your brand recognition and bring you closer to the prospects you most want to reach. Your logo will appear on the journal website (on the cover page for that Edition) throughout the LIFE of the journal. Partnering with the JBBA connects you to more than tens of thousands of readers of the JBBA. With readers, supporters, editors and reviewers representing over 150 Countries and territories across the globe, JBBA's unique audience can help you fortify your brand and cement your status as an influencer in the Blockchain.

The JBBA provides you with prime opportunities to bring your name to the attention of leading government executives, decision-makers, Universities, investors and Blockchain corporations.

You will receive 50 complimentary hard copies of the journal, posted to you at any worldwide destination.

Main Academic Partners will be entitled to a FREE 1 Year Institutional Membership of The BBA.

ACADEMIC PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

JBBA Main Academic Partner:

Your organisation will be prominently featured on the front cover page. We will include an Exclusive Featured Interview / Article about your organisation.

There is only 1 main cover page sponsor space available for each edition and has limited availability. Contact us for the next available opportunity

£40,000

JBBA Academic Partner:

Your organisation will be recognized with a logo on the cover (2 x 2 cm)

£12,000

Advertising Information*

You can also advertise in the journal. The price structure is as below:

JBBA Inside Cover (Full Colour):		Any other page excluding inside cover and page 3:	
Full Page (A4) 1/2 Page 1/4 Page 1/8 Page	£15,000 £9,000 £5,000 £4,000	Full Page (A4) 1/2 Page 1/4 page 1/8 Page	£10,000 £6,000 £4,000 £2,500
JBBA Page 3 (Full Colour):		Discounts:	
Full Page (A4) 1/2 Page 1/4 Page 1/8 Page	£12,000 £8,000 £4,500 £3,000	10% if 2 advertisements booked 10% if you are a BBA Member 20% if 3 advertisements booked 30% if 4 advertisements booked	
Please contact us for ad materials details, deadlines, payment terms, and how we can help you reach your goals,			

Contact

We have opportunities for Investors, Enterprises, Academic Institutions, Corporates, PR, Marketing and Event Management firms, Online Media, Print Publications, and more. If you do not see the standard sponsorship package that interests you, we are happy to design a custom sponsorship. Discounts are offered to BBA members, universities and Non Profits organisations, and for signing on for multiple sponsorships at once.

Please contact: **admin@britishblockchainassociation.org** to discuss how we can help you achieve greater visibility.

Journal website: jbba.scholasticahq.com

Editorial Office: Editorial@thejbba.com

BBA Website: britishblockchainassociation.org/jbba

Follow us on:

