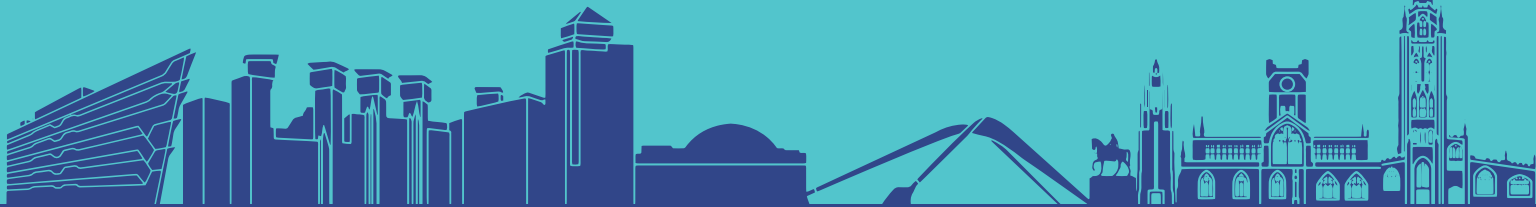




SPONSORSHIP OPPORTUNITIES



Coventry and Warwickshire First is a not for profit membership organisation. Our members are drawn from the professional, financial and business support sectors, advising and supporting businesses from entrepreneurial start-ups to family firms and global organisations.

Guests at our events include senior decision makers in SMEs sized firms: senior partner/managing partner, managing director, chief executive or business owner. In larger organisations attendees are at influencer level: regional directors, partners, associates and senior managers.

The following benefits are a guide only and tailored packages can be negotiated.

EVENTS

£200 ^{+VAT}
per event
£1,750 ^{+VAT}
for the annual
programme

£250 ^{+VAT}
per event
£700 ^{+VAT}
for the annual
programme

FIRST FRIDAY LUNCH PROGRAMME (9 IN 2020)

The First Friday lunches focus on relaxed networking and a chance to get to know colleagues in the sector whilst finding out more about key local projects, organisations and businesses from an interesting speaker.

They are often somewhere quirky, unusual, unexpected or new and include a look behind the scenes. They are attended by 20-30 guests which is usually the maximum set by the venue, or at capacity if a lower limit is set.

Benefits

- A namecheck in the invitation, on the events page of our website and the Eventbrite booking page
- Two complimentary places at the lunch
- Name check by our chairman in the welcome on the day
- References to the sponsorship on LinkedIn, Twitter and in our bi-monthly newsletter
- A pop up banner at the event (sponsor to provide) and inclusion in event photographs for social media

BREAKFAST BRIEFINGS (3 PER YEAR)

The purpose of our Breakfast Briefings is to provide informative, valuable insights into an individual, organisation or venue that our members would not normally have access to - and to listen to - and ask questions of, a 'key influencer'. They usually attract 30-40 guests.

Benefits

- A namecheck in the invitation, on the events page of our website and the Eventbrite booking page
- Two complimentary places at the lunch
- Name check by our chairman in the welcome on the day
- References to the sponsorship on LinkedIn, Twitter and in our bi-monthly newsletter
- A pop up banner at the event (sponsor to provide) and inclusion in event photographs for social media

Samples of Themes and Locations

- Factory tours - Penso, Geberit, LEVC, Martin Brower and Fyffes
- Private tours of public venues - MTI at MIRA, Shire Hall in Warwick, Belgrade and Albany Theatres, the Herbert Art Gallery, Coventry Transport Museum and British Motor Museum, The Wave, FarGo Village, University of Warwick Sports & Wellness Centre and Coventry Rugby Club
- Unusual and fun venues - from a hands-on session learning about leadership through golf to mingling with furry recent arrivals in the farmyard favourites section at Hatton Country World having heard from their Director of Operations.

Previous Speakers

Andy Street, Mayor of the West Midlands; Jonathan Guthrie from the FT; Graeme Chaplin from the Bank of England; Dick Elsy, Chief Executive of Warwick Manufacturing Group's High Value Manufacturing Catapult and James Stephens, Director Global Government & External Affairs at Aston Martin Lagonda.





SPONSORSHIP OPPORTUNITIES

ANNUAL LEADER'S BREAKFAST (1 PER YEAR)

The annual Leader's Breakfast was created so our members can learn about their vision for Coventry and Warwickshire and the way in which it will affect their own businesses and clients. Against the backdrop of the significant growth, investment and infrastructure plans in place across the region, this annual event enables our members and their guests to hear from and pose questions of our local leaders be it political, local authority, Combined Authority or LEP. The speaker is invited to share the implications of their plans and initiatives for the local business community and the wider region before taking questions from the audience. They are attended by 35-40 guests.

£500 ^{+VAT}
per briefing

- Benefits are the packages as for the First Friday lunches and Breakfast Briefings
- 3 complimentary places included

Previous Speakers

Cllr Izzi Seccombe, Leader of Warwickshire County Council; Martin Reeves, Chief Executive of Coventry City Council and Monica Fogarty, Chief Executive of Warwickshire County Council.

CROSS SECTOR DINNERS (3 PER YEAR)

The aim of these private discussions is to stimulate debate and provide an opportunity for guests to put the issues they believe to be important directly to key individuals in the region. They are led by a well informed speaker to provide some specialist context before the discussion is opened up to guests around the table, within the Chatham House Rule. They take place over a three course meal in a private dining space attended by 10-12 guests.

Benefits

- Two complimentary places at the dinner, one positioned next to the speaker
- Name check by our chairman in the introduction
- Feature in a bi monthly newsletter either before or after the event as preferred
- A namecheck in the invitation, on the events page of our website and the Eventbrite booking page

£450 ^{+VAT}
per event
£1,250 ^{+VAT}
for the annual
programme

Previous Topics

Driving Growth in Coventry & Warwickshire; the Changing Face of Coventry City Centre; the Impact of the Local Industrial Strategy; Skills & ensuring a talented future; Storytelling for business and Ensuring a healthy business: Resilience in the workforce.

Discussion leads have included: Kurt Jacobs, Editor of Midlands Business Insider; Ian Flynn, Inward Investment Manager at Invest in Warwickshire; Ian Harrabin, Managing Director of Complex Development Projects; Sean Russell, Director of Implementation for the West Midlands Mental Health Commission and directors from the West Midlands Combined Authority: Julie Nugent (Productivity and Skills) and Julia Goldsworthy (Strategy).



AWARDS

PROFESSIONAL OF THE YEAR AWARDS (FIRSTPRO)

The FirstPro Awards celebrate the achievements of professional, financial and business services sector firms and teams within Coventry and Warwickshire. FirstPro has been running for over ten years and the Awards dinner is our annual showcase event with over 200 attendees. Category sponsorship includes a table of ten guests and an invitation to present the category winner's Award. A separate flyer is available summarising the costs and benefits in detail.

NEWSLETTERS

£100 ^{+VAT}
per issue
£550 ^{+VAT}
for the annual
programme

BI-MONTHLY MAILER

We produce six newsletters a year in January, March, May, July, September and November. They are issued to over 500 named individuals, posted on the news page of our website and across social media channels.

Benefits

- A promotional feature in a key position with the sponsor's logo and links to their website
- Name check in the welcome message
- Sponsor's logo at the bottom of the newsletter including contact details

Get in touch

Lorraine@coventryfirst.co.uk
07778 739772

www.coventryfirst.co.uk

LinkedIn: coventry-&-warwickshire-first
@CWFfirst