



BUSINESS INSIGHTS

An Online Festival of Business & Innovation

#BIISN

Business Insights

Festival of Business & Innovation

Sponsorship

Digital & Online | Collaboration | Innovation
Regional | National | International



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01242 807689
www.business-insights-festival.co.uk

In association with





**BUSINESS
INSIGHTS**

An Online Festival of Business & Innovation

Sponsorship Proposals

Business Insights Festival of Business and Innovation sponsorship opportunities

We have a number of exciting opportunities to be involved with our Business Insights Festival of Business & Innovation.

We have event sponsor and venue sponsor opportunities for those who want a specific and focussed opportunity and then we have three key Sponsor levels, bronze, silver and gold. The three key sponsor levels are based around matching a value with a range of events and venue sponsorship opportunities that fit your business, brand, and outcomes.

An event sponsor will have hosting and welcoming opportunities for the events included in the package.

A venue Sponsor will be providing a venue and facilities for one or more of the LIVEstream elements of the programme.

In each case a values-based package around marketing benefits, Social media, advertising in Show guide and other media, acknowledgement and recognition in their sponsor role acknowledged across Business Insights marketing and communications.



	Event Sponsor	Venue Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor
Business Insights Festival of Business & Innovation opportunities and Benefits					
Accreditation in sponsor role in all appropriate marketing & communication	✓	✓	✓	✓	✓
Branding and welcome rights in your event	✓				✓
Branding and welcome rights in your venue	✗	✓			✓
Basic level exhibition exhibit entry & show guide advertising	✗	✗	✓		✓
Enhanced exhibition entry & show guide advertising (by agreement)	✗	✗	✗	✓	✓
Hosting & welcome rights for several events (by agreement)	✗	✗	✗	✓	✓
Involvement in developing material for some subject threads	✗	✗	✗	✓	✓
Involvement in the overall festival project development, involvement in discussions, branding throughout	✗	✗	✗	✗	✓

Specific advertising and promotional opportunities (can be added on or included in package by agreement)
Meet the Sponsor Article (LinkedIn article with a CBS and client campaign of posting to promote it)
A4 page feature article in the BIIISN network attendee listing (x1 per year, additional by arrangement)
LIVEtalk discussion article (x1 per year)
LIVEtalk discussion article (x2 per year, additional by arrangement)
Social media posts 2x per month, content by the client, approved by CBS, across CBS platforms dates by arrangement.
Wider invitations and involvement as sponsor with festival content and promotional events
Survey access to CBS Database / delegate engagement initiatives
Key supplier or partner sponsorship providing keys services on a bespoke, contra basis.



**COUNTY
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Creating Festivals of Business & Innovation

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Bronze Sponsorship (Annual)

Single payment:	£900.00 + VAT
Monthly payment over 10 months:	£90.00 + VAT

- Title acknowledgement: Bronze Festival Sponsor in marketing and communications
- Meet the Sponsor Article (LinkedIn article with a CBS and Client campaign of posting to promote it)

A LinkedIn Article written as a Marketing piece, content supplied by the sponsor that presents your business, your services and products with promotional words that will present you as a project sponsor in the way you would like. Logo and relevant pictures / graphics embedded in the article with interactive links to website and other appropriate content.

We will then create some Posts across all our social media platforms, linking to the article and presenting you as a project sponsor, supporting the values and objects that we are sharing

We operate across LinkedIn, Facebook and Twitter, our most notable influence is through LinkedIn with over 10.5k connections and followers and well supported company pages for each project area.

Silver Sponsorship (Annual)

Single payment:	£1,900.00 + VAT
Monthly payment over 10 months:	£190.00 + VAT

- Title acknowledgement: Silver Festival Sponsor in marketing and communications
- Meet the Sponsor Article (LinkedIn article with a CBS and client campaign of posting to promote it)

As with Bronze sponsorship

- LIVEtalk Discussion Article (x2 per year)

A LinkedIn Article written as a thought leadership interview between us and you, the sponsor. We supply a template for you to complete, you complete 4 or 5 questions that are relevant and stimulating. You also complete a few paragraphs as an answer.

You complete the name, profile picture and contact details for the person voicing the answers, website, general contact details and logo for your business and a general business description which we will include in the article.

Once published, we will run a number of social media posts to the article, you will do the same, which we can coordinate.

We operate across LinkedIn, Facebook and Twitter, our most notable influence is through LinkedIn with over 10.5k connections and followers and well supported company pages for each project area.

- A4 page feature article in the Business Insights International SME Network attendee listing (x1 per year, or more by agreement)

In addition to our festival event, you're invited to create a feature piece as a single A4 page sent to us as a PDF that we can insert into the Business Insights International SME network attendee list that is distributed immediately prior to the meeting and then revised afterwards.

This is coordinated with your LIVEtalk discussion item, using some of the same text / graphics and aligning social media campaigns.

A PDF document can carry embedded links to content rich media, websites, email addresses and more. If you would like further support in designing the PDF, or creating media that it may link to, then we can arrange that.

- Involvement in developing material for some subject threads

Development of one or more (by agreement) Subject threads for the festival, designing content, format and working with our team to construct discussion panellists and delegates as agreed.





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Sponsorship Proposals

Gold Sponsorship Level

Single payment:	£2,900.00 + VAT
Monthly payment over 10 months:	£290.00 + VAT

- Title acknowledgement: Gold Festival Sponsor in marketing and Communications
- Advertising in the monthly network attendee listing
As with Bronze & Silver sponsorships
- Meet the Sponsor Article (LinkedIn article with a CBS and Client campaign of posting to promote it)
As with Bronze & Silver sponsorships
- A4 page feature Article in the BIIISN Network attendee listing (x1 per year, additional by arrangement)
As with Silver sponsorship
- LIVE *talk* Discussion Article (x2 per year)
As with Silver sponsorship
- Social media posts 2x per month, content by the client, approved by CBS, across CBS platforms dates by arrangement.
We will post to our Social media networks twice a month content supplied by the sponsor with appropriate content. It will be voiced as from County Business Shows but will be focussed on the sponsor, their promotional campaign, their thinking about the network or other content.
This is in addition to our posting for LIVEtalk discussion or Meet the Sponsor content.
- Wider invitations and involvement as Gold Network sponsor with festival content and promotional events
As Gold Sponsor for one or more of our International SME Network projects we would like to invite you to be involved in some of the festival events and promotional events that we run as a part of our online and live location festival of business & innovation projects.
- Involvement in the overall festival project development, involvement in discussions, branding throughout
Involvement in developing the overall project of a given Business Insights Festival of business & Innovation roll-out. Working with our team to look at the subject threads and content to be involved, subjects addressed, formats and content construction of the overall specific project

Advertising

If you would like to advertise in the attendee contact list for a regular Business Insights International SME network meeting, then we offer 12 months of Eighth Page A4 graphic for £350.00 + VAT charged over 10 months.

We have a standard advertising rates document for advertising in the Business Insights Festival Show guide



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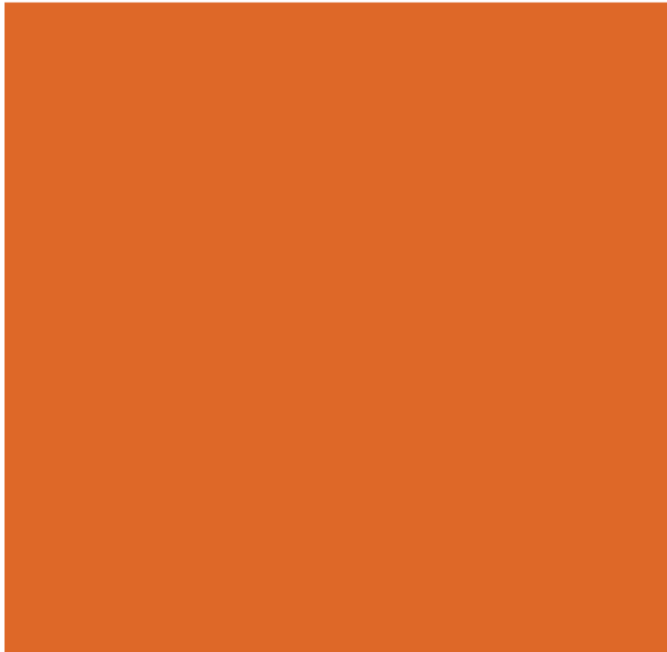
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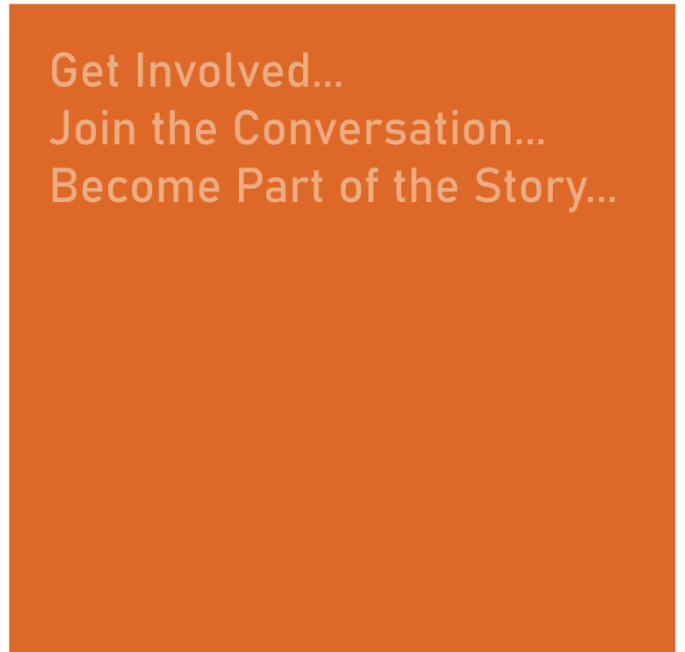


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Get Involved...
Join the Conversation...
Become Part of the Story...




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