

MIKAN

MIDLANDS
KING'S AWARDS
NETWORK

UNIVERSITY OF BIRMINGHAM
10 SEPTEMBER 2024

ASSEMBLY SPONSORSHIP PACK
midlandskingsawards.com





CELEBRATING AND CONNECTING OUR REGION'S ENTERPRISE AND INNOVATION



MKAN

MIDLANDS KING'S AWARDS NETWORK

COLLABORATION

At the heart of the Midlands King's Awards Network are the outstanding Midlands businesses that have received the King's Award for Enterprise. Our region is extremely proud to be home to more of these recipients over the last five years than any other UK region outside London and the South East, with businesses of all sizes and sectors achieving success.

The Midlands Engine Partnership recognises that as recipients of the highest accolade to be bestowed on a UK business, these pioneers are integral to our regional economy with a wealth of talent, energy and expertise that could be transformative in driving inclusive growth and prosperity across the Midlands.

Now, the inaugural Assembly of the Midlands King's Awards Network will channel the scale and significance of this success through impactful collaboration as we bring together the region's King's Awards recipients with Midlands Lord Lieutenants, Midlands Engine partners and aspiring recipients for the first time.

I hope you can join us to share in this unique opportunity.

Sir John Peace, Chairman, Midlands Engine

KEY INFORMATION
DATE: Tuesday, 10 September 2024
VENUE: The Great Hall & the Elgar Concert Hall, University of Birmingham, Edgbaston, Birmingham B15 2TT

BECOME A SPONSOR ...
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ATTEND THE EVENT ...
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THE OPPORTUNITY

We invite you to take your place at the forefront of the Midlands business landscape by becoming a sponsor of the inaugural Assembly of the Midlands King's Awards Network on Tuesday 10th September 2024 at the University of Birmingham.

This will be the first of an annual networking event bringing together over 400 Midlands King's Awards for Enterprise recipients, Lord Lieutenants and Government representatives to meet, share, learn and collaborate.

By connecting these outstanding businesses for the first time, the Assembly presents a unique opportunity to share the knowledge and insight of our region's most recognised innovators - showcasing their success, amplifying the impact of their achievement and inspiring emerging enterprises.

The Assembly will also springboard a supportive platform for future collaboration, initiatives and partnerships - to benefit businesses in the whole region, including boosting global trade investment.

The Network will offer sponsors and partners the chance to share the stage with influential Midlands businesses, as well as host an exciting series of keynote speakers, panellists and exhibitors.

By demonstrating your commitment to innovation and standing alongside our region's King's Awards for Enterprise recipients, your organisation will benefit from:

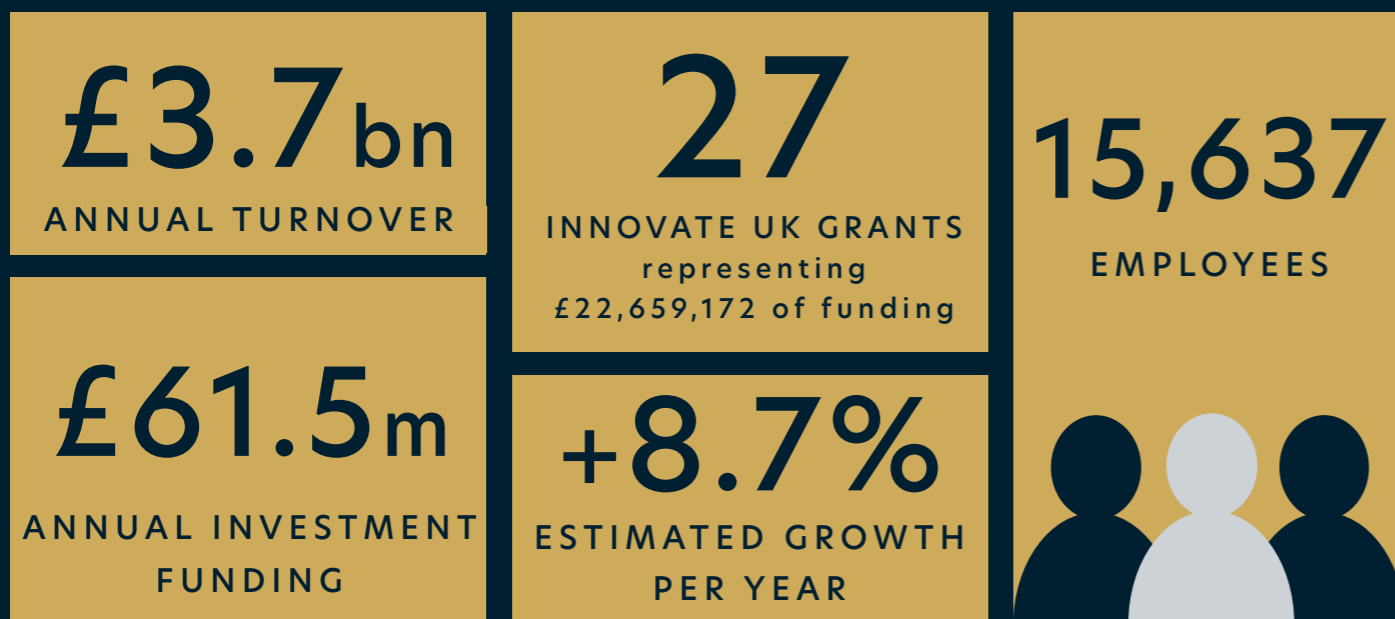
- Exceptional branding opportunities commencing immediately and continuing beyond the event itself, through the Midlands King's Awards Network
- Complimentary spaces at the event, with priority positioning
- An invitation to provide a speaker or panellist from within your organisation
- Extended branding and opportunities to share your thought leadership in event marketing, press releases and social media.

THE HIGHEST ACCOLADE IN UK AND MIDLANDS BUSINESS AND ENTERPRISE

141 awards have been won in the Midlands over the last 5 years across the 4 categories:



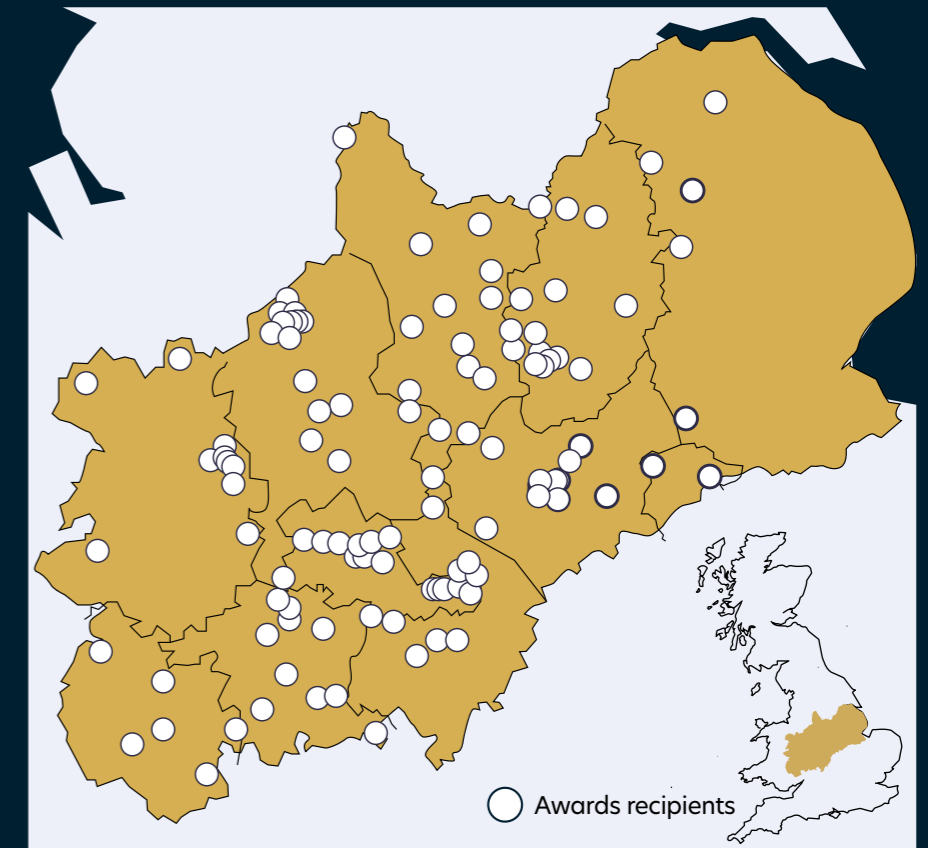
Midlands King's Awards recipients represent:



Midlands King's Awards recipients are based across the region:

“ Our region is extremely proud to be home to more of King's Awards recipients over the last five years than any other UK region outside London and the South East.

SIR JOHN PEACE



Midlands King's Awards recipients are from the following sectors:

| | | | |
|-----------------------------------|----------------------------|---------------------------|------------------------------------|
| ADVANCED MANUFACTURING | RETAIL & WHOLESALE | CONSTRUCTION | ENERGY & LOW CARBON ACTIVITIES |
| PROFESSIONAL & FINANCIAL SERVICES | CREATIVE, DESIGN & DIGITAL | AGRI-TECH | TRANSPORT TECHNOLOGIES & LOGISTICS |
| | HEALTHCARE & LIFE SCIENCES | PUBLIC SECTOR & CHARITIES | |

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP

The Midlands King's Awards Network offers an unprecedented opportunity for you to showcase your organisation, share your experience and connect with the most innovative companies making waves in the Midlands and beyond.

HEADLINE SPONSOR

1 opportunity | £25,000 plus VAT

Spotlight your brand

- Accredited as 'Headline sponsor' on registration portal
- Announcement on social media
- Premium placement of logo and comment on event website
- Premium placement of logo and comment in event brochure
- Premium placement of name and logo on all event materials
- Promoted on all pre-event material and promotion
- Major screen presence at event

Create lasting impact

- Opportunity to shape the event agenda and join our event Committee alongside representatives from every Lieutenancy in the Midlands
- Opportunity to join Midlands Engine Chairman Sir John Peace on visit to Kings Awards winning Businesses leading up to the event
- Opportunity to host Midlands Engine Chairman Sir John Peace and the Midlands Engine Leadership Team/ Board Chairs at your venue
- Opportunity to feature in a post event editorial

Connect in person

- 15 complimentary invites
- Video interview at event
- VIP area access
- Opportunity to address participants
- Invitation to join appropriate panel/ discussion at the event

HEADLINE PARTNER

3 opportunities - Sector exclusivity £12,500 plus VAT

Spotlight your brand

- Accredited as 'Headline Partner' on registration portal
- Announcement on social media
- Prominent logo and comment on event website
- Prominent logo and comment in event brochure
- Prominent name and logo on all event materials
- Promoted on all pre-event material and promotion
- Major screen presence at event

Connect in person

- 5 complimentary invites
- Opportunity to join a panel at the event
- Video interview at event

EVENT PARTNER

10 maximum | £5,000 plus VAT

Spotlight your brand

- Announcement on social media
- Logo on event website
- Logo in event brochure
- Thanks at the event
- Thanks on all post-event editorial

Connect in person

- 2 complementary spaces at the event

EVENT TICKETS

Tickets will be available for sale through our event partner via midlandskingsawards.com

Full day ticket (including hospitality and drinks reception) **£100 per person**



HOSTED WITH EXCELLENCE

The University of Birmingham provides the perfect venue for the inaugural Assembly of the Midlands King's Awards Network. Centrally located and easily accessible by all forms of transport, the University of Birmingham is one of our region's brightest beacons of academic excellence, research, and innovation.



UNIVERSITY OF
BIRMINGHAM

VENUE & ITINERARY

Exhibition space: Great Hall

11:00-13:00 Registration and refreshments
Networking lunch served at 12:00

Main event: The Bramall Music Building, Elgar Concert Hall

13:00 Housekeeping announcement, welcome and agenda overview

13:10 Welcome

13:45 Keynote address 1

14:00 The King's Awards for Enterprise in the Midlands

14:15 Speaker / interview 1

14:30 Afternoon break and tour exhibition stalls (Great Hall)

15:15 Keynote address 2

15:30 Panel discussion 1

16:00 Speaker/ interview 2

16:15 Panel discussion 2

16:45 Plenary session

17:00 Drinks reception

17:30 Event close

If you have any questions about the Midlands King's Awards Network Assembly, or would like to discuss the opportunities available, please email info@midlandsendengine.org or visit www.midlandskingsawards.com