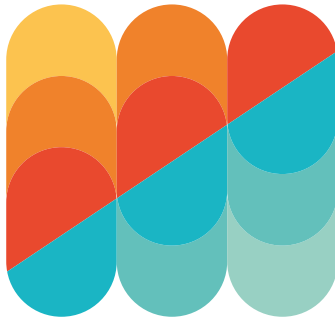




Centre for the New Midlands

Sponsorship Opportunities 2025



Help us shape an even 'better' West Midlands region

The Centre for the New Midlands CIC is the only independent think tank based in, and for, the West Midlands region. We bring people together to debate, shape and create new research and ideas to help build a 'better' region. Non-partisan and not for profit, we can connect with stakeholders across the Midlands and hold the key debates and discussions to advance our region.

We host a range of in-person events, such as roundtables, hustings, lectures and evening receptions, and hold 'the policy event for the Midlands' annually through our Connections for Prosperity conference. All our events have the constant theme of bringing people together to explore ways in which we can do things even better as a region.

Alongside our events programme we produce research to inform and help shape public policy and provide thought leadership on some of the biggest challenges and opportunities facing society.

This document provides a range of opportunities that we are proud to be able to offer organisations to partner with us to help shape a 'better' region.

Since its launch in 2021, Reimagining the Region has become the premier regional network to connect business, policy makers, not for profits and academia together. The network has grown to 70+ member organisations who all want to see the region thrive.

Members pay an annual membership fee to join the network, which is based on the number of employees within their organisation, ranging from £450 for 1-10 employees to £1,700 for 51+ staff (plus VAT).

Members receive invitations to exclusive receptions in both Westminster and the West Midlands, and are also given the opportunity to participate on our panels, steering group discussions, as well as provide thought leadership for our primary areas of research interest.

A snapshot of our members, as of 1st January 2024:



Why become a sponsor?

As an independent think tank, our members and sponsors are invaluable to what we do. We simply would not be able to exist, let alone hold the events that we have, without the support of our sponsors.

Our sponsors have facilitated both the growth of the Centre for the New Midlands and the expansion of our research, as well as allowing us to organise cutting edge events with political and business leaders, both regional and national. As a sponsor you are directly contributing to an institution that strives to create a better Midlands for all, and we greatly thank you for your support.

We urge you to consider becoming a sponsor of ours today, and we are proud to present to you our sponsorship opportunities for 2025.

Benefits of sponsorship

As well as supporting our work at the Centre, sponsorship offers exposure to key decision makers and business leaders in the region. We have a membership of over 70+ businesses and organisations as part of our network, ranging from multinationals and local authorities, to leading academic institutions, regional community interest groups and charities. We are pleased to work with senior stakeholders from across the region, and have garnered a following of over 5,500 followers on our social media and 1,700 signed up directly to our mailing list. Moreover, we are pleased to be able to offer a compelling package to sponsors of our events.

As part of the promotional package, our event sponsors will be:

- Invited to introduce their organisation to our audience at the start of the session.
- Cited in all PR, both pre and post event, including the potential promotional video.
- Included on all pre and post event literature.
- Able to bring between 4-6 guests per event (event dependent, excluding roundtables)
- Able to display their merchandise and promotional material at the event.

Sponsors will also receive:

- One year of Reimagining the Region membership (value up to £1,700 + VAT)
- Two complimentary tickets to our conference July 2025 (value up to £340 + VAT)

We would be delighted to work with you and your organisation to help shape a 'better' region. Please contact Chris Smith via chris@thenewmidlands.org.uk for further information or confirm your interest in our sponsorship opportunities.



#1 HS2: Beyond Curzon Street and Interchange Opportunity Booked

Event:	HS2: Beyond Curzon Street and Interchange
Audience:	Reimagining the Region members and invited prospective members
Venue:	STEAMHouse, Birmingham
Expected capacity:	80-100
Date:	26th February 2025

Format of event

Following on from our Rethinking Rail Infrastructure event last year, we return to STEAMHouse for another robust Infrastructure discussion, this time discussing the wider impact of HS2.

When HS2 is discussed, much of the focus is understandably on the two big stations being developed and the cost of the project.

This public event is designed to explore with our delegates what else is already happening with HS2 across the region to transform lives, infrastructure and connectivity – how everyone can, or should be able to, touch, taste and feel the impact of HS2 – the biggest investment into the West Midlands region in generations.

This event will also explore where the further/future opportunities are to ensure the region maximises the opportunities of the nation's biggest infrastructure project of our lifetime.

2024 Rethinking Rail Infrastructure event [photographs](#).

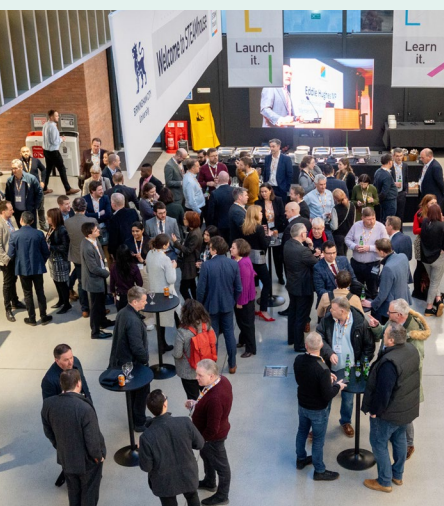
Running order: Evening event – running order to be confirmed

Number of Sponsorship tickets: 4

Rate: We are seeking a Headline sponsor of £11,000 + VAT

(which includes one year of Reimagining the Region membership (value up to £1,700 + VAT)

We would also welcome two co-sponsors at £6,000 + VAT.



#2 Centre for the New Midlands Spring Reception Opportunity Booked

Event:	Centre for the New Midlands Spring Reception
Audience:	Reimagining the Region members and invited prospective members
Venue:	Arup office, One Centenary Way, Birmingham
Expected capacity:	70-90
Date:	13th March 2025

Format of event

In 2024 we hired out The Park Playground exclusively for our members to hear how extended Realities (VR, AR and MR) is used to enhance the lives of people across the Midlands, and an immersive VR experience.

This year we are at one of Birmingham's premier venues right in the heart of the city, for a discussion, drinks, and canapés in a stunning location.

Focussed around social value, we will consider what the year has instore for the Midlands as we kick off our first seasonal reception of 2025.

2024 Spring Reception [photographs](#).

Running order: Evening event – running order to be confirmed

Number of Sponsorship tickets: 4

Rate: We are seeking a Headline sponsor of £6,500 + VAT

(which includes one year of Reimagining the Region membership (value up to £1,700 + VAT)

We would also welcome two co-sponsors at £3,500 + VAT.





#3 Housing and Communities Annual Lecture 2025

Opportunity Available

Event:	Housing and Communities Annual Lecture 2025
Audience:	Reimagining the Region members and invited guests
Venue:	Banqueting Suite, Birmingham Council House, Birmingham
Expected capacity:	80-100
Date:	16th May 2025

Format of event

Entering its fourth year, our prestigious Annual lecture series focussed on Housing and Communities has become a staple of the CNM calendar.

Aimed at placing the key housing issues facing the Midlands at the heart of the discussion, this is the opportunity to hear from and engage with a key actor within the sector.

We are delighted to return to the distinguished halls of the Birmingham City Council House. The session will consist of a lecture and a Q&A session with a Minister or another influential politician within the sector. We are currently in negotiations with our keynote speaker for 2025.

Previous speakers:	2022 – Eddie Hughes MP (then Minister for Rough Sleeping and Housing)
	2023 – Lisa Nandy MP (then Shadow Secretary of State for Levelling Up)
	2024 – Clive Betts MP (then Chair, Levelling Up, Housing and Communities Select Committee)
	2024 Housing lecture promotional video and photographs .
Running order:	9:30 – 10:30 Guests arrive, teas, coffee and breakfast rolls served
	10:30 – 11:30 Guest lecture
	11:30 – 12:30 Networking over tea and coffee

Number of Sponsorship tickets: 6

Rate: We are seeking a Headline sponsor of £7,500 + VAT

(which includes one year of Reimagining the Region membership (value up to £1,700 + VAT)

We would also welcome two co-sponsors at £4,000 + VAT.



#4 Centre for the New Midlands Summer Reception

Opportunity Available

Event:	Centre for the New Midlands Summer Reception
Audience:	Reimagining the Region members and invited prospective members
Venue:	TBC
Expected capacity:	70-90
Date:	June 2025

Format of event

At last year's Summer Reception our members were treated to a 45 minute Q&A with the (very) newly elected West Midlands Mayor Richard Parker, granting them the opportunity to engage with the main decision maker for our region.

Held at the midpoint of the year and a month before the Connections for Prosperity Conference, the Summer Reception is the perfect event to take stock of the year so far (both regionally and nationally), whilst looking forward to the next 6 months.

The event speaker is still yet to be confirmed, but rest assured as an evening reception guests can expect to be treated to an insightful discussion and networking over drinks and canapés in a stunning location.

2024 Summer Reception [promotional video](#) and [photographs](#).

Running order: Evening event – running order to be confirmed

Number of Sponsorship tickets: 4

Rate: We are seeking a Headline sponsor of £6,500 + VAT

(which includes one year of Reimagining the Region membership (value up to £1,700 + VAT)

We would also welcome two co-sponsors at £3,500 + VAT.





Connections for Prosperity is CNM's annual conference and a highlight of our event programme

Following the success of our 2024 conference, we are delighted to be returning to Edgbaston Stadium for #CFP25! Last year's conference which was hosted by Suzanne Virdee, welcomed Richard Parker (Mayor of the West Midlands) and Steve Rigby (Co-CEO, Rigby Group), alongside 40+ speakers who shared their experience and insight with our audience across a number of key areas of public policy. Connections for Prosperity 2025 promises to be even bigger and better, welcoming up to 300 delegates from across the region and beyond. Connections for Prosperity is 'the' policy event for the region.

The full day conference will focus on the big challenges and opportunities facing the West Midlands region, and will centre around our 4 areas of research: Housing and Communities, Infrastructure, People and Skills, and Digital. It is the place to debate, shape, and create a better region, bringing together key stakeholders from policy, business, not for profits, higher education, and politics. We facilitate conversations across sectors, with a consistent underlying theme of how we support policymakers to develop and deliver an even 'better' West Midlands region.

The Conference will be delivered through a mixture of panel discussions, workshops, exhibitions, debates, and discussions, with a drinks reception to conclude the day's event and to facilitate further networking. The conference's content is shaped via a Steering Group, which we invite sponsors to join, and is the perfect way to have a significant influence on this impactful event.

CFP24 [photographs](#), and the [videos](#) from our event are available on our YouTube.



This year's Sponsorship opportunities:

1 x Headline Sponsor

4 x Track Sponsors

1 x Future Talent Scholarship Sponsor

#5 CONFERENCE: Connections for Prosperity

"Opportunities Available"

Event:	Connections for Prosperity Annual Conference
Audience:	Open, Reimagining the Region members receive one ticket per organisation
Venue:	Edgbaston Stadium, Edgbaston Road, Birmingham
Expected capacity:	250-300
Date:	Thursday 17th July 2025, 9am – 6pm



#5.1 CONFERENCE: Headline Sponsorship Opportunity Available

We are delighted to offer 1 organisation the opportunity to be our Headline Sponsor for our flagship event. The Headline Sponsor will be central to both shaping the conference, as well as being featured throughout on our pre and post event publicity.

The Headline Sponsor will be:

- Invited to nominate a representative to Chair the Conference Steering Group (if sponsorship is confirmed before the steering group is announced)
- Invited to introduce their organisation to our audience at the start of the Conference, and introduce the opening speaker
- The sponsor of both the opening and closing plenaries, and the drinks reception
- Included on all pre and post event literature and be featured within our conference programme
- Cited in all PR, both pre and post event, including promotional videos (last year sponsors Serco were featured in 22 posts, of which 11 were videos)
- Featured prominently on the day with their logo displayed throughout the venue.

Our Headline Sponsor will also receive:

- 10 complimentary passes to the conference
- One year's Reimagining the Region membership

This opportunity is available for: £15,000 + VAT



#5.2 CONFERENCE: Track Sponsorship Opportunities Available

Our conference is structured across several key themes which impact the region. Last year's themes focused around connectivity, housing, skills, prosperity, and a region for all. This year's conference will be structured around 4 key tracks, each within their own dedicated space. The tracks for CFP25 are: Productivity, Place, People, and Innovation.

By having a dedicated space for each track, sponsors will not only be able to be involved in shaping the content of the track but also the environment it is delivered in, with branding and other decor. We are looking for 4 track sponsors to bring this unique opportunity to life.

4 x Opportunities currently available (Productivity, Place, People, and Innovation)

Each 'Conference Track' sponsor will:

- Be invited to add their specific branding to the space
- Have their sponsorship of the track announced by Chairs of each session
- Be invited to nominate a representative to the Conference Steering Group (if sponsorship is confirmed before the steering group is announced)
- Have their organisation's logo featured on displays throughout the event
- Be cited in pre and post event promotional activity regarding the track and in the conference programme.

Our Track Sponsors will also receive:

- 4 complimentary passes to the conference
- One year's Reimagining the Region membership

This opportunity is available for: £6,000 + VAT each





#5.3 CONFERENCE: Future Talent Sponsorship Opportunity Available

We are delighted to offer 1 organisation the opportunity to provide 10 Masters/PhD students from across the West Midlands with scholarships to attend Connections for Prosperity 2025.

The Future Talent Scholarship will be named as the company's scholarship (ie..."The Company X Future Talent Scholarship"). The sponsor will:

- Be the sponsor of a panel discussion at CFP25 between their sponsored delegates
- Be invited to introduce the scholarship to delegates during conference programme and to have a photo opportunity with speakers
- Be invited to nominate a representative to the Conference Steering Group (if sponsorship is confirmed before the steering group is announced)
- Be invited to an online forum with potential applicants to introduce their organisation and motivations for offering the opportunity
- Receive significant exposure to the region's Higher Education institutions. Our Future Talent scholars will be expected to have an interest in pursuing a career within public policy and/or within our four areas of research interest (Housing, Skills, Infrastructure, Digital)
- Included on all literature advertising the scholarship, and cited in promotional activity.

Our Future Talent scholarship sponsor will also receive:

- 2 complimentary passes to the conference
- One year's Reimagining the Region membership

This opportunity is available for: £6, 000 + VAT



#6 Centre for the New Midlands Autumn Reception Opportunity Available

Event:	Centre for the New Midlands Autumn Reception
Audience:	Reimagining the Region members and invited prospective members
Venue:	TBC
Expected capacity:	70-90
Date:	September 2025

Format of event

As policy and politics jolts back to life after the summer break, our Autumn Reception is here to seize control of the regional agenda.

In 2024, held during the Conservative Party Conference in Birmingham, and graced by Lord Graham Brady, former Aston Martin CEO Andy Palmer, and Mike Wood MP, last year's reception was the perfect way to hear an inside view from leading members of the party before the election of the new leader.

This September we will again bring our members together for another spectacular event at one of the region's top venues. Prepare for lively discussions and networking at this statement evening reception.

2024 Autumn Reception [promotional video](#) and [photographs](#).

Running order: Evening event – running order to be confirmed

Number of Sponsorship tickets: 4

Rate: We are seeking a Headline sponsor of £6,500 + VAT

(which includes one year of Reimagining the Region membership (value up to £1,700 + VAT)

We would also welcome two co-sponsors at £3,500 + VAT.



#7 Infrastructure Annual Lecture 2025 NEW EVENT! Opportunity Available

Event: Infrastructure Annual Lecture 2025
Audience: Reimagining the Region members and invited guests
Venue: TBC
Expected capacity: 80-100
Date: September/October 2025



Format of event

With the success of our Housing and Communities lecture, our annual lecture series grows to include the inaugural Infrastructure lecture in 2025.

A key research area of the Centre, Infrastructure is central to the productivity and prosperity of the Midlands. Our inaugural lecture will focus on tackling some of the key infrastructural issues facing the region.

As ever, the session will consist of a lecture and a Q&A session with a Minister or another influential politician/figure. We are currently in negotiations with our keynote speaker for 2025.

Being the first in a series of annual Infrastructure lectures, this is an exciting event to be a part of as we look to expand our informative curriculum!

Running order:

9:30 - 10:30 Guests arrive, teas, coffee and breakfast rolls served
 10:30 – 11:30 Guest lecture
 11:30 – 12:30 Networking over tea and coffee

Number of Sponsorship tickets: 6

Rate: We are seeking a Headline sponsor of £7,500 + VAT
 (which includes one year of Reimagining the Region membership (value up to £1,700 + VAT)
 We would also welcome two co-sponsors at £4,000 + VAT.



#8 CNM Winter Reception at the Palace of Westminster Opportunity Available

Event: CNM Winter Reception at the Palace of Westminster
Audience: Reimagining the Region members and invited prospective members
Venue: The Palace of Westminster
Expected capacity: 70-90
Date: December 2025

Format of event

Back at the home of democracy for the 4th consecutive year, the Winter Reception is a staple of the Centre's Calendar and the perfect way to bring our year to a close.

Held in the iconic Churchill room, walk the hallowed halls of Parliament for this exclusive look behind the curtain at the nation's seat of power.

Guests will be treated to canapés and drinks throughout the evening, and as a true non-partisan think tank the event will be hosted cross party. We are aiming for a key government minister as the keynote speaker.

2024 Winter Reception [photographs](#).



Running order: 19:00 - 22:00 Reception held at the Palace of Westminster
Number of Sponsorship tickets: 4

Rate: We are seeking a Headline sponsor of £12,000 + VAT
 (which includes one year of Reimagining the Region membership (value up to £1,700 + VAT)
 We would also welcome two co-sponsors at £6,500 + VAT.



Other opportunities to promote your brand and lead the conversation

Roundtables – from £ 6,000 + VAT

We co-host roundtables with organisations who are keen to take a lead on exploring issues or challenges with stakeholders from across the region.

We work with our sponsors to identify, invite, and host the right people to have the right conversations and tend to host these events at premium restaurants across the region, such as 'eighteen', Marco Pierre White Steakhouse at The Cube and Fazenda Birmingham.

We will work with you to identify key questions that we want our guests to consider, and our discussions will be written up into a summary report of the event. In our capacity as an independent organisation, we can ask the questions others may find it difficult to.

Since April 2022, we have hosted roundtables on the Midlands Rail Hub; the Mayor's ambitions for greater control over Trade and Investment, affordable housing, Digital as part of public sector reform and the path to sustainability for SMEs. Here are videos from our [Digital](#) and [Sustainability](#) roundtables, and [our reports can be found by visiting our website](#).

We would be delighted to work with you and your organisation to help shape a 'better' region. Please contact Chris Smith via chris@thenewmidlands.org.uk for further information or confirm your interest in our sponsorship opportunities.



Supporting our Research

A Milestone Year for the Centre for the New Midlands

2024 marked a pivotal year for the Centre for the New Midlands:

- **Dr. Halima Sacranie** joined as our **Director of Housing Research**, bringing 17 years of experience from her research and teaching at the University of Birmingham and Aston University.
- We successfully completed our first substantive and large-scale research project, the **West Midlands Social Housing Quality Fund Evaluation**, for the West Midlands Combined Authority, strengthening our role as a trusted partner for impactful policy research.
- We welcomed a talented team of **Research Associates**, ready to tackle the region's pressing challenges and shape the future of the Midlands. These researchers draw on diverse skill sets and backgrounds in social policy, planning, architecture, urban design, place-making, community engagement, participatory research, human geography, construction and engineering.

Looking Ahead to 2025

Research plays a critical role in providing policymakers with the evidence they need to improve lives across the region. In 2025, we are poised to build on our strong foundation by launching a **new research programme** around our 4 thematic workstreams that address the Midlands' most pressing issues. Our work will continue to spotlight regional challenges, offer actionable insights, and guide the decisions of the Midlands' leading policymakers.

To achieve these ambitions, we are actively seeking partnerships with forward-thinking companies and institutions that share our vision of creating meaningful change through innovative research. Together, we can make a lasting impact on the region.

Whether it is through supporting projects as part of our planned research programme or commissioning a specific piece of research for your organisation, your support will be vital in helping us produce leading research for our region and beyond. Please contact research@thenewmidlands.org.uk for further information.





Reimagining the Region

Debate. Shape. Create.



Join our Network

If you have not joined already, becoming a Reimagining the Region member is the perfect way to get involved with our work here at the Centre for the New Midlands!

With 70+ members which range from global businesses, regional policy makers, SMEs, academic institutions, and local charities, and with 11 events held in 2024, Reimagining the Region is the network that connects the West Midlands. If you want to connect and work with like-minded businesses and believe in making the West Midlands a better place to be, then our network is for you.

Benefits of membership include:

- Tickets to our exclusive Receptions in both the West Midlands and Westminster
- Opportunities to engage with the region's most senior decision makers
- Priority invitations to participate in roundtables and Steering Group discussions
- A presence for their company on our website
- The opportunity to provide thought leadership pieces for our monthly communications
- The 'Reimagining the Region' logo for use on their marketing collateral
- A complimentary Connections for Prosperity ticket and a reduced rate for further purchases

Furthermore, our membership is accessible. Members pay an annual fee to join our network based on the number of employees within their organisation, meaning that every business has the opportunity to get involved.

These bands are:

1-10 EMPLOYEES = £450 + VAT

11-50 EMPLOYEES = £1,100 + VAT

51 + EMPLOYEES = £1,700 + VAT

If you are interested in making the West Midlands a better place and helping to shape a 'better' region then we would be delighted to hear from you. Please contact Chris Smith via chris@thenewmidlands.org.uk for further information or to confirm your interest in joining our Reimagining the Region Network.





Centre for the New Midlands

Creating a better West Midlands



The-New-Midlands



TheNewMidlands



www.thenewmidlands.org.uk