

Centre for the New Midlands



SPONSORSHIP OPPORTUNITIES

2023/24



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. We are non-partisan and not for profit.

We host a range of online and in-person events, such as roundtables, panel discussions and evening receptions all with the constant theme of bringing people together to discuss and debate ways in which we can do things even better as a region.

We produce new 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 the opportunities that we are able to offer organisations to partner with us to help shape a 'better' region.



Launched in 2021 by **Andy Street CBE** (Mayor of the West Midlands), Reimagining the Region is the think tank's network of member organisations who 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 £400 for 2-10 employees to £1,500 for 51+ staff.

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 July 2023:**





**Reimagining
the Region**

#1 What the Global Markets mean for the West Midlands

Event:	What the Global Markets mean for the West Midlands
Audience:	Reimagining the Region members and invited prospective members
Venue:	TBC – potentially Coventry city centre but can be flexible
Expected capacity:	60
Date:	12 th October, 5.30pm – 8.30pm
Format of event:	<p>We are delighted to be partnering with BRI Wealth Management for this special event, which will explore the latest trends and market activity – and crucially, what it means for the region. The session will be delivered by Dan Boardman-Weston (CEO, BRI Wealth Management) who has featured as a commentator on CNBC and Bloomberg.</p> <p>This event has a limited capacity of 60.</p>
Running order:	<p>17:30 Guests arrive for welcome drinks</p> <p>18:00 – 19:00 Presentation and Q&A</p> <p>20:30 Event close</p>
Opportunity:	<p>Sponsors will be invited to introduce their organisation to audience at the start of the event</p> <p>Sponsors will be included on all pre and post event literature</p> <p>Sponsors will be cited in all PR, both pre and post event</p> <p>Sponsors can bring up to 4 guests for the event</p>
Rate:	Headline sponsor of £2,500 + VAT



#2 Launch of new CNM 'Skills' workstream

Event:	Launch of CNM's new 'Skills' workstream
Audience:	Reimagining the Region members and invited guests
Venue:	Summer Row Reception and 'Restaurant' at University College Birmingham
Expected capacity:	80
Date:	19 th October, 6pm – 10pm
Format of event:	We are delighted to be hosting our first dinner to launch our new 'Skills' workstream. The evening will commence with a Drinks Reception in UCB's recently refurbished Summer Row reception, before our guests are invited to join us for a three course meal in the University's world-class training restaurant. The evening will feature some short speeches on why we are launching this workstream; where we hope to add value and how our partners can help us shape the conversation.
Running order:	17:45 – 19:00 Guests arrive for welcome drinks 19:00– 22:30 Three course meal at Restaurant, with a guest speaker (tba) 22:30 Event close
Opportunity:	Sponsors will be invited to introduce their organisation to our guests Sponsors will be included on all pre and post event literature Sponsors will be cited in all PR, both pre and post event Sponsors can bring up to 4 guests for the event
Rate:	Headline sponsor of £4,500 + VAT



#3 Winter Reception December 2023

Event:	Centre for the New Midlands Winter Reception		
Audience:	Reimagining the Region members and invited prospective members		
Venue:	Churchill Room, Palace of Westminster (dependent on availability)		
Expected capacity:	80		
Date:	TBC – December 2023		
Format of event:	<p>The event will provide our Reimagining the Region members with a networking reception at the heart of the UK Parliament. We will be joined by a senior politician who will reflect on 2023 and what they expect to see in 2024. (It is likely that this event will be hosted by a Labour Party parliamentarian as we were generously hosted in 2023 by Saqib Bhatti MBE MP (Conservative MP for Meriden).</p> <p>This event has a limited capacity of 80.</p>		
Running order:	18:30	Guests arrive	
	19:00 – 22:00	Reception (with speeches)	
	22:00	Event close	
Opportunity:	<p>Sponsors will be invited to introduce their organisation to audience at the start of the panel discussion</p> <p>Sponsors will be included on all pre and post event literature</p> <p>Sponsors will be cited in all PR, both pre and post event</p> <p>Sponsors can bring up to 4 guests for the event</p> <p>We are keen to work with the sponsors of this event on the themes</p>		
Rate:	<p>Headline sponsor of £8,5000 + VAT (which includes one year of Reimagining the Region membership (value £1,500) <i>OR</i></p> <p>2 co-sponsors at £5, 000 + VAT</p>		

Images from our 2023 event:





#4 Connections for Prosperity - Housing February 2024

Event:	Connections for Prosperity - Housing
Audience:	Open
Venue:	TBC
Expected capacity:	150 - 200
Date:	TBC – February 2024
Format of event:	<p>Following on from our inaugural Connections for Prosperity conference at Warwick Conferences in July 2023, we will be hosting our first Housing conference in February 2024.</p> <p>This is the first time that we will have hosted Housing conference in and for the region and intend on bringing together a Conference steering group to determine the format and content.</p>
Opportunity:	We are looking for corporate partners to help fund and shape this conference.
Total cost:	Our headline sponsorship is estimated to be £12,500 + VAT and we are likely to be seeking session or workstream sponsors for c. £5,000 + VAT.

At this stage, we are requesting expressions of interest so please email chris@thenewmidlands.org.uk if this is a conference you want to help fund and shape



#5 Spring Reception March 2024

Event: Centre for the New Midlands Spring Reception

Audience: Reimagining the Region members and invited prospective members

Venue: IET, Austin Court, 80 Cambridge Street, Birmingham, B1 2NP – located between the ICC and the Utilita Arena in Birmingham city centre)

(We hope to book the Kingston Lecture Theatre for the event – subject to availability)

Expected capacity: 100-120

Date: TBC – Mid March 2024 (Budget 2024)

Format of event: The event will provide a regional perspective on what the Chancellor of the Exchequer's Budget means for the West Midlands; its people and its organisations. This will be the second time that we have hosted this event, following on from our inaugural event featuring Dr Andy Palmer (former CEO, Aston Martin) and chaired by Louise Bennett OBE DL (President, Warwickshire College Group and former CEO, Coventry & Warwickshire Chambers of Commerce).

This event will be structured around a facilitated panel discussion with a number of leaders from across the West Midlands sharing their insights into the key talking points of the Budget and putting a spotlight on '#the good, the bad and the ugly'.

Guests will then join a networking session over drinks and canapés.

Running order:

- 17:15-17:30 Guests arrive
- 17:30-18:00 Welcome refreshments
- 18:00-19:00 Panel discussion
- 19:00-20:30 Drinks and canapés served
- 20:30 Event closes

Opportunity: Sponsors will be invited to introduce their organisation to audience at the start of the panel discussion

Sponsors will be included on all pre and post event literature

Sponsors will be cited in all PR, both pre and post event

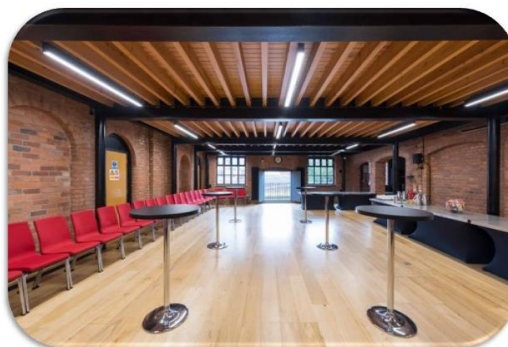
Sponsors can bring up to 4 guests for the event (with reserved car parking)

Total cost: **We are looking for a headline sponsor of £6,500 + VAT OR**
2 co-sponsors at £4, 000 + VAT

About the venue:

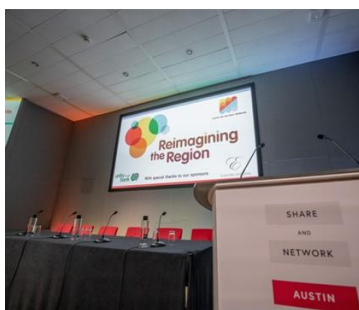


The Kingston Lecture Theatre
(venue for the panel discussion)



The Waterside Room
(venue for the Drinks Reception)

Images from our 2023 event:





**Reimagining
the Region**

#6 Housing and Communities Annual Lecture

Event:	Housing and Communities Annual Lecture 2024
Audience:	Reimagining the Region members and invited guests
Venue:	TBC
Expected capacity:	c 80
Date:	June 2024
Format of event:	We are looking for a headline sponsor to partner with us on our third Housing and Communities Annual Lecture. Our inaugural lecture was hosted by HSBC at their HQ in Centenary Square, Birmingham and featured Eddie Hughes MP (the then Minister for Housing and Rough Sleeping). In 2023, we welcomed Lisa Nandy MP (Shadow Secretary of State for Levelling Up, Housing and Communities) as our guest speaker, in partnership with our friends at Witton Lodge Community Association.
Running order:	The event will be hosted during the day – and most likely on a Friday during June. The audience will be Housing professionals from across the West Midlands region.
Opportunity:	Sponsors will be invited to introduce their organisation to our guests Sponsors will be included on all pre and post event literature Sponsors will be cited in all PR, both pre and post event Sponsors can bring up to 4 guests for the event
Rate:	Headline sponsor of £4,500 + VAT

Images from our 2023 event:





#7 Connections for Prosperity - Infrastructure

Event:	Connections for Prosperity - Infrastructure
Audience:	Open
Venue:	Warwick Conferences, Coventry
Expected capacity:	220
Date:	3 rd and 4 th July 2024 - tbc
Format of event:	This event is likely to follow a similar format to our CFP23 Infrastructure conference, commencing with a Drinks Reception and BBQ and keynote speaker on Wednesday 3 rd July, followed by a full day of debate and sharing best practise on 4 th July.
Opportunity:	We are looking for corporate partners to help fund and shape this conference.
Total cost:	Our headline sponsorship is estimated to be £12,500 + VAT and we are likely to be seeking session or workstream sponsors for c. £5,000 + VAT.

At this stage, we are requesting expressions of interest so please email chris@thenewmidlands.org.uk if this is a conference you want to help fund and shape

Images from our 2023 event:





Centre for the New Midlands

Roundtables – from £, 5,000 + VAT

We co-host roundtables with organisations who are keen to take a lead on exploring particular 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 three 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 for the region and how we deliver affordable housing for the region. [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.