



Centre for the New Midlands



SPONSORSHIP OPPORTUNITIES 2024/25

Help us to help 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. 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 our 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 £420 for 1-10 employees to £1,650 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 March 2024:**





#1 Housing, Communities and Regeneration Hustings "Opportunity Booked!"

Event: Housing, Communities and Regeneration Hustings

Audience: Housing sector

Venue: The Albany Theatre, Coventry

Expected capacity: 120

Date: Wednesday 17th April, 10am – 1pm

Format of event: We are delighted to be hosting our Housing, Communities and Regeneration Hustings, as we welcome all of the candidates who are standing for the Mayoralty of the West Midlands to share their ideas within this key area of public policy.

This event is designed to give all of the candidates the opportunity to share their priorities on how they will work to shape an even better region if they are elected as Mayor of the West Midlands on Thursday 2nd May 2024.

Running order:

10:00 - 10:45 Guests arrive for teas and coffee

11:00 – 12:00 Hustings

12:00 – 13:00 Buffet Lunch served

Opportunity: Sponsors will be invited to introduce their organisation to our audience at the start of the event

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: **SOLD**

Confirmed partners: Midland Heart



#2 Digital Roundtable "Opportunity Booked!"

Event: "Moving the perception of Digital from being an 'add-on' to a critical component of public sector reform" Roundtable

Audience: Invited guests from across the digital environment

Venue: Fazenda Birmingham, Colmore Row, Birmingham

Expected capacity: 20

Date: Thursday 16th May, 12pm - 2.30pm

Format of event: Resources have never been so tight within the public sector, but yet the demand for efficiencies and more effective use of technology has never been greater. How do we move the perception of 'digital' from being an 'add-on' to being a fundamentally critical component of how local authorities can deliver and revolutionise their services?

Join the Centre for the New Midlands and our invited group of 20 senior leaders from across the West Midlands to discuss how we can more effectively make the business case for digital transformation within local authorities. We will also seek to find some common ground on what the 'asks' should be of our political leaders in supporting digital transformation across the region and beyond.

Running order:

12:00 – 12:15 Guests arrive for welcome drinks

12:15 – 13:15 Roundtable

13:15 – 14:15 Lunch served

14:15 – 14:30 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 will be invited to nominate guests to attend this invitation only event

Rate: **SOLD**

Confirmed partners: Jadu and Trowers & Hamlins



#3 Reimagining the Region Summer Reception 'Welcome to the Mayor!'

"Opportunity Available"

- Event:** Centre for the New Midlands Summer Reception - TBC
- Audience:** Reimagining the Region members and invited prospective members
- Venue:** Industrial Gallery, Birmingham Museum & Art Gallery, Chamberlain Square, Birmingham (TBC)
- Expected capacity:** 80-100
- Date:** TBC – June 2024
- Format of event:** This event is the CNM's Summer Reception and will welcome the recently elected Mayor of the West Midlands to share their plans for the next four years.
- Guests will be invited to tour the recently re-opened BMAG spaces, before joining a networking session over drinks and canapés.
- Running order:**
- | | |
|---------------|---|
| 17:30 - 18:00 | Guests arrive |
| 18:00 - 18:45 | Speech from the Mayor, with Q&A from the audience |
| 18:45 - 19:30 | Optional tours of BMAG |
| 20:30 | Event closes |
- Opportunity:**
- Sponsors will be invited to introduce their organisation to our audience at the start of the session
 - 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 6 guests for the event
- Total cost:** **We are seeking a Headline sponsor of £7,500 + VAT** (which includes one year of Reimagining the Region membership (value upto £1,650 + VAT)
- We would also welcome two co-sponsors at £4,000 + VAT.



#4 Housing and Communities Annual Lecture 2024

“Opportunity Available”

- Event:** **Housing and Communities Annual Lecture 2024**
- Audience:** Reimagining the Region members and invited guests
- Venue:** Banqueting Suite, Birmingham Council House, Birmingham
- Expected capacity:** 80 - 100
- Date:** Wednesday 10th July, 9.30am – 12.30pm
- Format of event:** This is the third year of our prestigious Annual lecture series, focussed on Housing and Communities.
- In 2022, we welcomed **Eddie Hughes MP** (then Minister for Rough Sleeping and Housing) to HSBC's offices in Birmingham to deliver our inaugural guest lecture, followed by a Q&A.
- In 2023, **Lisa Nandy MP** (then Shadow Secretary of State for Levelling Up) delivered our Annual Lecture at Witton Lodge Community Association. We are currently in negotiations with our keynote speaker for 2024.
- Running order:**
- 09:30 – 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
- Opportunity:**
- Sponsors will be invited to introduce their organisation to our audience at the start of the session
 - 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 6 guests for the event
- Rate:** **We are seeking a Headline sponsor of £7,500 + VAT** (which includes one year of Reimagining the Region membership (value upto £1,650 + VAT)
- We would also welcome two co-sponsors at £4,000 + VAT.

Images from our previous Housing and Communities Annual Lectures:





#5 Connections for Prosperity - CNM Annual Conference

“Opportunities Available”

Event: Connections for Prosperity

Audience: Open

Venue: Edgbaston Stadium, Edgbaston Road, Birmingham

Expected capacity: 200-250

Date: Wednesday 18th September 2024, 9am – 5pm

Format of event: This full day conference will focus on the big challenges and opportunities facing the West Midlands region. The conference will be the place where people come to debate, shape and create a better region and will bring together key stakeholders from policy, business, not for profit, higher education and politics.

We will facilitate conversations cross sector – but with the underlying consistent theme of how we support policymakers to develop and deliver an even 'better' West Midlands region.

The conference's content will be shaped via a Steering Group and will build on the successes of our inaugural conference, held at the University of Warwick in July 2023.

The Conference will be delivered through a mixture of panel discussions, smaller workshops, debates and discussions. Delegates will be invited to join a Drinks Reception to conclude the day's event.

Opportunities: We are delighted to offer our corporate partners a range of sponsorship opportunities for this significant event for the region.



5.1 Headline Sponsorship - Opportunity Available

We are delighted to offer 1 organisation the opportunity to be our Headline sponsor for what will become the Centre's flagship event.

Opportunity: Our Headline sponsor will be invited to introduce their organisation to our audience at the start of the Conference

Sponsors will be included on all pre and post event literature and be featured within our conference programme

Our Headline Sponsor will be invited to nominate a representative to join the Conference Steering Group

Headline Sponsor logo to be displayed throughout the venue on the day

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

Our headline sponsors will receive 10 complimentary passes to the conference (value of minimum £1,000)

Our headline sponsors will also receive one year's Reimagining the Region membership (value of upto £1,650 + VAT)

Total cost: **We are seeking a headline sponsor of £12, 000 + VAT**

5.2 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 2024.

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

Sponsor will be included on all literature advertising the scholarship

Sponsor will be invited to an online forum with potential applicants to introduce their organisation and motivations for offering the opportunity

Sponsors will be cited in promotional activity

Sponsors will 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)

Sponsors will be invited to introduce scholarship to delegates during conference programme and to have a photo opportunity with speakers

Our Future Talent sponsors will also receive one year's Reimagining the Region membership (value of £1,650 + VAT)

Total cost: **We are seeking a sponsor to name this scholarship for £7, 500 + VAT**

5.3 Sponsorship of invitation only dinner - Opportunity Available

We are delighted to offer 1 organisation the opportunity to be our 'VIP' dinner sponsor, with an invitation only event to be held on Tuesday 17th September (central Birmingham).

This invitation only dinner will be held to recognise all of our speakers, sponsors and steering group members who have made our conference possible.

- Opportunity:**
- Sponsors will be invited to introduce their organisation to invited guests
 - Sponsors will be included on all pre and post event literature
 - Our 'VIP Dinner' sponsor's logo to be displayed throughout the venue
 - Sponsors will be cited in all PR, both pre and post event
 - Our 'VIP Dinner' sponsors will also receive one year's Reimagining the Region membership (value of £1,650 + VAT)
 - Our sponsors can bring up to 6 guests for this event.
- Total cost:** **We are seeking a headline sponsor of £7, 000 + VAT for this opportunity**



Centre for the New Midlands

OTHER OPPORTUNITIES TO PROMOTE YOUR BRAND AND LEAD THE CONVERSATION

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 or confirm your interest in our sponsorship opportunities.