

Connections for Prosperity 2026

SPONSORSHIP OPPORTUNITIES



Centre for the New Midlands



Connections for Prosperity is the Centre for the New Midlands’ flagship regional, annual conference, bringing together senior leaders from business, local government, public services, higher education, and the third sector.

We want you and your organisation to be involved and help us to help shape the conversation for the West Midlands and help us, to help shape, an even better region.

Connections for Prosperity 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.



This year’s Sponsorship opportunities:

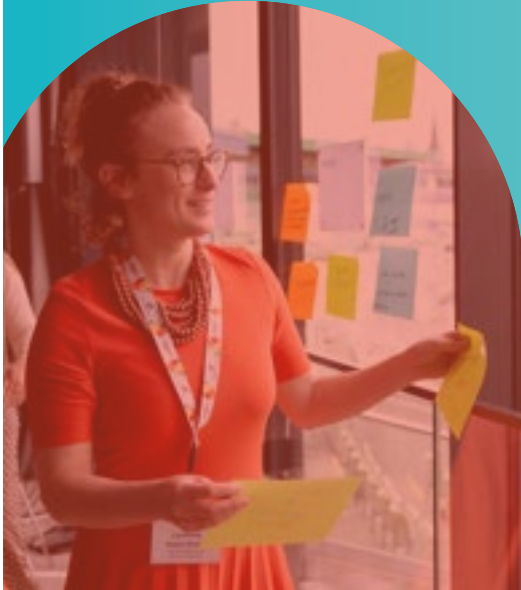
- 1 x Headline Sponsor**
- 4 x Key Sponsors**
- 1 x Future Talent Scholarship Sponsor**
- 1 x Drinks Reception**

Why sponsor #CFP26?

Sponsoring the region’s annual policy conference offers an opportunity to:

- Align your organisation with the most influential regional policy platform
- Demonstrate visible commitment to place & partnership
- Engage directly with senior decision-makers and policy influencers
- Build relationships across sectors in a trusted, non-partisan environment
- Gain prominent brand exposure before, during, and after the event

All sponsorship packages include brand visibility, speaking and engagement opportunities, and tailored benefits to maximise value for mutual benefit



Headline Sponsor

Opportunity Available x 1

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 provided with:

- Exclusive Headline Partner status with the conference co-branded
- Prominent brand placement across all conference marketing, including:
Event website and registration platform
Marketing emails and delegate communications
On-stage screens and signage on the day
- A significant speaking opportunity in a plenary session
- Direct promotion of sponsorship via CNM's social media
- Membership of the Conference Steering Group
- Prominent Exhibition or showcase space in the main networking area
- Complimentary delegate passes for your organisation/partners (x 20)
- Inclusion in post-event communications and published outputs
- Logo present on main screen during opening, afternoon and closing plenaries
- One year of complimentary Reimagining the Region membership

This opportunity is available for £12,000 + VAT



Key Sponsors

Opportunities Available x 4

Our Key Sponsors will be provided with:

- Prominent brand placement:
Event website and registration platform
Marketing emails and delegate communication
On-stage screens and signage on the day
- Speaking opportunities
- Membership of the Conference Steering Group
- Exhibition or showcase space in the main networking area
- Complimentary delegate passes for your organisation/partners (x10)

This opportunity is available for £6,000 + VAT

Drinks Reception sponsor

Opportunities Available x 1

Our Key Sponsors will be provided with:

Our conference will conclude with a Drinks Reception, overlooking Edgbaston Stadium, with our delegates being able to enjoy drinks on the balcony area (weather permitting).

Our sponsor will be given the opportunity to introduce themselves to our delegates via a 2 minute speech.

Our Drinks Reception sponsor will also be promoted throughout the day via our screens and in the conference programme.

Complimentary delegate passes for your organisation/partners (x6)

This opportunity is available for £3,000 + VAT





Contact

We would be delighted to work with you and your organisation during CFP26.

Please contact Chris Smith (CEO & Founder) via chris@thenewmidlands.org.uk for further information or to confirm your interest in our sponsorship opportunities.

Future Talent Sponsorship Opportunity Available x 1

As part of our shared ambition to support and engage with the region's emerging talent, we have a scholarship programme available for 1 partner to sponsor our Future Talent Scholarship, which will provide 10 final year Undergraduate/Masters/PhD candidates with funded delegate passes to attend the Centre for the New Midlands 'Connections for Prosperity' Conference.

This is the third time we will have offered the scholarship (which can be named) and it is typically open to students who are studying at West Midlands' universities (or who are based in the West Midlands) and looking for a career within infrastructure (Transport, Energy, Water, Housing, Built environment, Digital, Natural systems, Skills or Innovation).

Our Future Talent scholarship sponsor will be provided with:

- Access to successful candidates to introduce organisation
- Promotion of brand through application and selection process
- Complimentary delegate passes for your organisation/partners (x6)

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





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www.thenewmidlands.org.uk