

SPONSORSHIP OPPORTUNITIES
AT WATERFRONT EVENTS

WHY SPONSOR AN EVENT?

WHY SPONSOR AN EVENT?:

- Meet our C-level audience – 90% director-level/key decision makers
- Win new business through highly targeted networking – build trust and establish contact with key stakeholders
- Raise your profile above your competitors – be viewed by decision makers as a market leader
- Display thought leadership, increase brand awareness and maximise networking opportunities – we tailor the package to your objectives
- Access our extensive database of senior-level contacts
- Opportunity to use Waterfront app (digital delegate pack) track any leads from the day to better monitor engagement and follow up with new contacts post event.
- We'll support you to share your involvement providing you with everything you need to showcase your participation and reach a wider audience than just the attendees on the day



SPONSORSHIP

From established events, to new innovative and emerging topics, there is an event to showcase your services.

KEY ANNUAL EVENTS INCLUDE:

- Nationally Significant Infrastructure Projects Forum
- UK Ports Conference
- ERTMS & Digital Railway
- Consultation and Stakeholder Engagement for Infrastructure
- Rolling Stock Forum
- Major Infrastructure Projects Series
- Station Development and Regeneration
- Rail Industry Forum
- Achieving Rail Decarbonisation



Contact us to find out opportunities at these events and topics we have under development, so we can find the best opportunity for you.

SPONSORSHIP

We take the time to understand your business objectives to create bespoke sponsorship packages to help you meet your goals and get maximum value from your sponsorship.

	Headline	Networking Drinks	Thought leadership (Speaking)	Thought Leadership (Panel discussion)	Thought leadership – piece	Exhibitor	Collateral
Drinks reception headline sponsor	✓	✓					
Speaking session	✓		✓				
Exhibition stand	✓					✓	
Thought-leadership piece	✓						✓
Collateral distribution	✓					✓	
Mention by Chair	✓	✓	✓	✓	✓		
Delegate list ahead of event	✓	✓	✓	✓		✓	
Attendee places	4	2	1	1	1	1	
Delegate discount for contacts	✓	✓	✓	✓	✓	✓	✓
Logo on all marketing (before, during and after the event)	✓	✓	✓	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓	✓	✓	✓

PACKAGES

All packages include branding benefits allowing you to get maximum visibility for your organisation not only on the day of the conference, but pre and post event.

THOUGHT LEADERSHIP PACKAGES

Our thought leadership packages allow you to demonstrate your expertise to a captivated, senior level audience and ensure optimum exposure for your organisation. Options include:

SPEAKING SPONSORSHIP – OPPORTUNITIES FROM £4,499 + VAT

- Speaking session on the agenda

KNOWLEDGE PARTNER – OPPORTUNITIES FROM £1,999 + VAT

- Opportunity to prepare relevant “thought leadership” content piece (e.g. article, interview, white paper) to be distributed ahead of the event to attendees and wider mailing list

EXHIBITION – OPPORTUNITIES FROM £1,999 + VAT

- 2m x 3m exhibition stand in the networking area

BRANDING PACKAGES

Branding packages are designed to allow you to gain maximum visibility for your company and stand out from competitors.

APP SPONSOR – OPPORTUNITIES FROM £2,999

- Exclusive sponsorship of the event app – the digital delegate pack – putting your brand in the hands of every attendee
- Banner included on app

LANYARD SPONSOR – OPPORTUNITIES FROM £1,999 + VAT

- Exclusive opportunity – only one package per event
- Your branded lanyard to be used for all delegate badges

NETWORKING PACKAGES

Maximise your networking visibility at the event with a choice of packages from:

NETWORKING DRINKS SPONSOR – OPPORTUNITIES FROM £4,999 + VAT

- Exclusive sponsor of the networking drinks – your branding displayed in the area and on agenda
- Provide a short 3-5 minute address at the drinks

LUNCH AND REFRESHMENTS SPONSOR – OPPORTUNITIES FROM £1,999 + VAT

To discuss these options further please contact us on:



020 7067 1597



conference@thewaterfront.co.uk

To find out more about Waterfront's upcoming events:



www.thewaterfront.co.uk

