



Economic  
West Midlands  
Economic Forum

VENTUREFEST  
WEST MIDLANDS 2022

Sponsorship opportunities

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# Venturefest WM 2022

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## Why Venturefest WM?

Being supported locally by business, universities, science parks and business support organisations, Venturefest WM provides entrepreneurs, investors, and innovators the chance to meet, engage and exchange ideas for co-operation and collaboration, particularly in the fields of science and emerging technologies.

Returning for its 7<sup>th</sup> year; the Venturefest WM programme features industry leaders delivering insightful, challenging, and inspiring keynote and panel discussions. In 2022 we have already secured Emma Jones, Founder of Enterprise Nation, as a keynote, and hope to open the event as usual with a story of a successful, innovative business built in the West Midlands. Other panel sessions and workshops will explore the Birmingham Commonwealth Games and innovation; cross-sector collaboration to open new markets; supporting business scale-up, and much more.

Minerva Birmingham Pitch Up (formerly Pitchfest) is an opportunity for entrepreneurs seeking investment to raise the profile of their business in the West Midlands in front of a national audience of investors. Over the past 6 years Minerva Birmingham Pitch Up has put **over 100 entrepreneurs** directly in front of investors and helped bring **over £40M of investment** into the region's small businesses and beyond.



# Get involved

In March 2022, we'll be staging the 7th Venturefest WM. We're asking you to join us by investing in one of our Sponsorship Packages:

<b>Headline Sponsor</b>	<b>Taken</b>
<b>Minerva Birmingham Pitch Up Sponsor</b>	<b>Taken</b>
<b>Gold Sponsor</b>	<b>£3,000</b>
<b>Silver Sponsor</b>	<b>£1,500</b>
<b>Exhibitor</b>	<b>early bird £500, after 1 Dec £750</b>



# The benefits

As your marketing partner, Venturefest WM takes our sponsorship agreement very seriously. You make a promise to help support local businesses, and in return we promise to deliver the best sponsorship benefits out there.

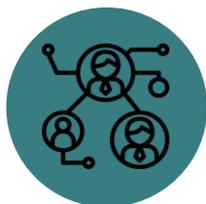


## CONNECT WITH YOUR CUSTOMERS

Customers are getting more discerning about which companies they do business with. What better way to communicate your values than by sponsoring an event that matches theirs?

***51.1% of those attending Venturefest WM 2021 are most interested in ideas and inspiration.***

*\*Stats taken from 2021 event evaluation*



## NETWORK

Tell a whole new audience about your organisation. Showcase your products and/or services and get the opportunity to network with potential new clients.

***48.9% of those attending Venturefest WM 2021 attended for the first time***





# Added value

As a Sponsor, you'll have access to our extensive list of attendees, as well as our special brand of social marketing. The value we bring to the table includes:



## UNIQUE MARKETING CHANNELS

In addition to our own database of previous event attendees, we work closely with 12 partner organisations and are able to utilise their social media accounts of Twitter and LinkedIn, creating a combined minimum follower reach of: **LinkedIn – 31,028 followers / Twitter 52,515 followers**

(Partner organisations: Aston University, Birmingham City University, Black Country LEP, Bruntwood SciTech, Coventry University, Coventry & Warwickshire LEP, Greater Birmingham & Solihull LEP, Innovation Alliance, Minerva Birmingham Business Angels, University of Birmingham, Warwick University and West Midlands Combined Authority, WM Health Technology Cluster and Midlands Aerospace Alliance)



## INCREASE ENGAGEMENT & SALES

You'll have excellent in-person access to hundreds of delegates when you become an integral part of the event through sponsorship. Along with your own live and virtual exhibition stand with your brand and message displayed throughout the venue, you will also feature on the event programme, website and at the virtual event through the app.

**Total sponsor impressions (via event app)  
- 82,022**

# Social Media Metrics

November 2020 – February 2021

- Impressions: 42,353
- Profile Visits: 7,066
- Mentions: 76

Nov 2020 - 30 days

TWEET HIGHLIGHTS

**Top Follower** followed by 374 people



**Kufa Matiya**

@Kufamatiya FOLLOWS YOU

Tech entrepreneur, Dealmaker, CEO  
 @Scaleupforgrowth a PeopleTech scaleup  
 specialising in talent acquisition. #tech #data  
 #analytics #culturematching

[View profile](#)

**Top mention** earned 2 engagements

**BCU Advantage**  
 @BCUAdvantage · Nov 24

@MyBCU, sponsors of @VenturefestWM, are happy to share that applications for the Midlands premier pitching competition has been extended until 11 December 2020. Find out more or apply through: [bit.ly/2020pitchup](https://bit.ly/2020pitchup) - @AstonGrowth @UoBAccelerate @MinervaAngels @WarwickSP [pic.twitter.com/1MYUjt94Y3](https://pic.twitter.com/1MYUjt94Y3)



NOV 2020 SUMMARY

Tweet impressions	Profile visits
114	24
Mentions	New followers
2	2

Dec 2020 - 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 1,959 impressions

#VenturefestWM IS BACK! 🚀

Do you want the chance to engage directly with high growth entrepreneurs and service providers offering products, services advice and support at a free virtual event? 🗣️

📅 Join us virtually on 28 January

Visit [orlo.uk/YnNkY](https://orlo.uk/YnNkY) to register.  
[pic.twitter.com/bjupN9Kok](https://pic.twitter.com/bjupN9Kok)



**Top mention** earned 38 engagements

**Iain M**  
 @iain\_mansell · Dec 8

#VenturefestWM IS BACK!

Do you want the chance to engage directly with high growth entrepreneurs and service providers offering products, services, advice and support at a free virtual event? 🗣️

Read more and register here ➡️  
[bit.ly/3lVuq4v](https://bit.ly/3lVuq4v) @VenturefestWM  
[pic.twitter.com/ysDZFn2Dei](https://pic.twitter.com/ysDZFn2Dei)



DEC 2020 SUMMARY

Tweets	Tweet impressions
9	3,519
Profile visits	Mentions
587	11
New followers	
2	

# Social Media

Jan 2021 - 31 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 4,230 impressions

And we're live! 📺 A great welcome from Chair David Hardman (@BW\_SciTech) and @andy4wm, highlighting the fantastic successes of the #WestMidlands over the year and how #innovation will help us rise to the current challenges and guide us out of this pandemic 🌟 #VenturefestWM  
[pic.twitter.com/cdLvGWIA6F](https://pic.twitter.com/cdLvGWIA6F)



**Top mention** earned 263 engagements

**Richard Osborn**  
 @RichardMOsborn · Jan 28

Fantastic to hear from @BenFrancis1992 @Gymshark speaking @VenturefestWM - a great story for a fellow former pupil of @SouthBromsHigh - but Ben a few years more recently than me... 😊  
[pic.twitter.com/NjDGIlbsSB](https://pic.twitter.com/NjDGIlbsSB)



## JAN 2021 SUMMARY

Tweets	47	Tweet impressions	31.7K
Profile visits	5,621	Mentions	61
New followers	24		

Feb 2021 - 23 days so far...

## TWEET HIGHLIGHTS

**Top Tweet** earned 717 impressions

You can now access all of the resources from #VenturefestWM 2021! Visit @InnovationWM website for the blogs and recordings from all of the events, so you can catch up on the sessions you missed 📺  
[bit.ly/3jSHIz8](https://bit.ly/3jSHIz8) [pic.twitter.com/w3B4yBvQs2](https://pic.twitter.com/w3B4yBvQs2)



**Top mention** earned 8 engagements

**Taran3D**  
 @Taran3D · Feb 19

Taran recently took part in the @VenturefestWM panel on creativity, technology & innovation. If you missed it you can watch it online @InnovationWM @CreateCentralUK #digitalindustries #innovative #Birmingham @LifeWorksFest  
[innovationwm.co.uk/our-activity/v...](https://innovationwm.co.uk/our-activity/v...)  
[twitter.com/lifeworksfest/...](https://twitter.com/lifeworksfest/...)

🔗 2 ❤️ 6

[View Tweet](#)

## FEB 2021 SUMMARY

Tweets	4	Tweet impressions	7,020
Profile visits	834	Mentions	2
New followers	19		

# Delegate comments



# Minerva Birmingham Pitch Up (exclusive)

**£4,500 + VAT**

(£3,000 + vat, plus £1,500 for trophies)

## As the Pitch Up sponsor you will be visible to:

- All Minerva Birmingham Pitch Up 2022 applicants including companies in the region that have potential to raise significant investment. Plus, the broader Venturefest audience of innovators, business owners, investors, professional services, and HEIs from across the West Midlands and beyond
- Opportunity to make a 5min speech at the Final
- Opportunity to network with local investors and some of the regions fast-growing companies

## Featured sponsor branding included:

- The MBPU Sponsor will get their logo on the trophies
- Opportunity to have prominent stand within the event exhibition area
- Logo sited on the front cover of the MBPU printed programme
- Full page A4 ad inside the Venturefest printed programme
- MBPU website page, sponsor page and exhibitor page
- Prominently positioned on all MBPU e-mail campaigns (sent to MBPU partner mailing lists)
- On all holding, title and closing slides in all MBPU heats and workshops (depending on when agreement is made)
- On all MBPU venue signage

## Advance comms benefits:

- Feature press release focused on MBPU with opportunity to provide quote, circulated regionally pre-event, drafted in liaison between sponsor and Venturefest comms team
- Post event media release about winners and sponsors



# Gold sponsor

£3,000 + VAT

## Title sponsor branding included:

- Logo presence on the front page of the printed programme
- 1 x A4 full page advert inside front cover of programme
- Branding on website home page and sponsor page with a hyperlink to the sponsor's webpage of choice
- Branding prominently positioned on all four Venturefest WM e-mail campaigns (sent to all partner mailing lists – approximately 10k)
- Branding on all holding and title slides in main auditorium and on virtual event platform
- Branding featured on all event signage

## Advance comms benefits:

- In addition to the general Venturefest WM media press releases we will provide a single featured press release with headline sponsor quote. This release will be circulated to regional and industry print media outlets pre-event
- Announcement of sponsorship in a single e-mail (sent to all partner mailing lists – estimated 10k individuals)
- An announcement of the sponsorship will be posted on Twitter and LinkedIn. A single post will go out across each of the 12 partner's Twitter and LinkedIn accounts creating a combined minimum follower reach of: LinkedIn – 31,028 followers / Twitter 52,515 followers
- Opportunity to provide a quote for the Venturefest WM website along with a hyperlink to the sponsor's webpage of choice

## Visibility on the day/ post event:

- Prominent/ choice of location double exhibition stand (6m x 3m) in main Venturefest WM expo area
- Thanked by name in morning and afternoon welcome
- Named in multiple Twitter postings on the day (minimum 3 – before start, during morning and afternoon welcomes)
- Opportunity to sponsor a specific session and be represented within session content e.g. as speaker, judge or panel member
- Post event social media activity will include a thank you post on Twitter and LinkedIn across each of the partner's accounts, as well



# Silver sponsor

£1,500 + VAT

## Title sponsor branding included:

- Logo presence on the sponsor recognition page within the printed programme
- ½ x A4 full page advert inside programme
- Branding on website sponsor page with a hyperlink to the sponsor's webpage of choice
- Branding positioned on all four Venturefest WM e-mail campaigns (sent to all partner mailing lists)
- Branding on virtual event platform

## Advance comms benefits:

- In addition to the general Venturefest WM media press releases we will provide a single featured press release with headline sponsor quote. This release will be circulated to regional and industry print media outlets pre-event
- Announcement of sponsorship in a single e-mail (sent to all partner mailing lists – estimated 10k individuals)
- An announcement of the sponsorship will be posted on Twitter and LinkedIn. A single post will go out across each of the 12 partner's Twitter and LinkedIn accounts creating a combined minimum follower reach of: LinkedIn – 31,028 followers / Twitter 52,515 followers
- Opportunity to provide a quote for the Venturefest WM website along

## Visibility on the day/ post event:

- Single stand (3m x 3m) in main Venturefest WM expo area
- Named in a Twitter posting on the day
- Post event social media activity will include a thank you post on Twitter and LinkedIn across each of the partner's accounts, as well as a featured blog on the Venturefest website





# Exhibitor

**£500 + VAT early-bird (pay before 30 November 2021) / £750 + VAT**

Up to 30 stands are available in the Venturefest dedicated exhibition area. Locations allocated on a first come first served basis.

Package includes:

- Air-conditioned environment with 6ft table, chair, table linen and access to power provided
- Virtual exhibition space on the event app, which connects directly with specified colleagues and links to your organisation website
- Listing on Venturefest website with company logo
- Company / organisation name listed with contact details in event programme

List of organisations already exhibiting:

Aston University, Birmingham City University, Black Country LEP, Bruntwood SciTech, Coventry University, Coventry & Warwickshire LEP, Greater Birmingham & Solihull LEP, Innovation Alliance, Minerva Birmingham Business Angels, Sustainability West Midlands, Transport for West Midlands, University of Birmingham, Warwick Manufacturing Group, Warwick University and West Midlands Combined Authority.



# Get involved

Interested in learning how you can become a sponsor  
or exhibit at Venturefest WM 2022?

**Contact: [pam.waddell@wmca.org.uk](mailto:pam.waddell@wmca.org.uk)**