



VENTUREFEST
WEST MIDLANDS 2024

HIGHLIGHT REPORT & 2025 SPONSORSHIP OFFER

CELEBRATING 10 YEARS
OF VENTUREFEST WM IN 2025



With Thanks to our Partners & 2024 Sponsors

Gold Sponsors



PitchUp Sponsors



Silver Sponsors



Partners



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Another successful celebration of innovation and entrepreneurship in the West Midlands!

Venturefest West Midlands 2024 was held on 21st March at Eastside rooms in Birmingham and was another successful celebration of innovation and entrepreneurship in the West Midlands.

Over 500 innovators, entrepreneurs, businesses, investors, exhibitors, support providers and ecosystem stakeholders had the opportunity to connect and help the regions innovative entrepreneurs and businesses to flourish.

Venturefest WM 2024 provided an inspiring, insightful and informative day of activity that was offered for free to encourage wide participation from across the innovation and entrepreneurship community of the West Midlands.

The event included an exciting and varied programme of talks and discussions with over 150 attendees at the keynote session and an average of 50 attendees taking part in the panel sessions. There was also a substantial exhibition and networking space with 41 exhibitors, and also a zone dedicated to the West Midlands Innovation Accelerator programmes and the businesses they are supporting.

Listening to previous feedback from those new to our innovation ecosystem, we also added a desk which helped businesses find the exhibitors most relevant to them.

This year the judges and organisers felt that the Minerva Birmingham Pitch Up competition had the strongest field ever, which gave businesses and entrepreneurs the opportunity to listen to the finalists pitching in front of investors and support organisations, as well as the ever-excellent ICURE Showcase. This year we also showcased four panel winners in a session looking at the next stages in their business growth and lessons learnt.

**2025 will be our 10th Venturefest West Midlands —
We can't wait to see what it will bring!**



Impact of Venturefest West Midlands 2024

Attendance 2024

500+ Attendees
Fully face-to-face event

150 Attendees
at Keynote session

41 Exhibitors

"Venturefest is great, the PitchUp content is excellent! Keep up with the great work team!"

Survey Feedback

"Really enjoyed the event - the 'vibe' in the exhibition halls was really positive and people seemed to really want to network and help each other."

Survey Feedback

"Great Event looking forward to 2025 Venturefest."

Survey Feedback

Metrics 2024



22.65k Impressions

4.7k Reach

#VenturefestWM



608 Peak on Event Day

36% increase in website traffic vs 2023

www.venturefestwm.co.uk

Evaluation Survey

The event enables an excellent meeting point for the private and public sector to converge.

Venturefest WM continues to attract new audiences with **66%** of evaluation survey respondents saying this was the first time attending.

47% of survey respondents were from the private sector, representing entrepreneurs, businesses and investors.

88% of survey respondents found the day's content very helpful and/or helpful.

99% advised they would recommend Venturefest WM to others.

(Evaluation Survey based on 79 respondent views)



Don't just take our word for it!

Take a look at the overwhelming feedback we've received from this year's sponsors, panelists and attendees!



"#VenturefestWM 2024 was an awesome event today. My highlights were the pitch up competition (of course), as well as hearing from the previous winners and finalists who had so much wisdom to share."

George Fountai

"Thank you to the organisers of #venturefestwm. It was a fantastic event showcasing the wonderful innovation happening in the West Midlands. We made lots of meaningful connections, and I can't wait to arrange follow-up calls and discussions."

Thank you to Medilink Midlands for allowing B13.ai to have a stand, and great work Tom Haworth for your presentation and panel session about AI and software development."

Tara Lawrence

"My first time at #venturefestwm and I will definitely be back. What a boost for the entrepreneurs in the region 🙌"

Dalbir, Makemefitclub

"Had a fantastic time attending #venturefestWM 2024 conference today, and a huge thank you to Pam Waddell OBE for directing the event!"

Met some wonderful vendors who I am excited to collaborate with and further my entrepreneurial endeavours"

Zappa Haughton



"Venturefest 2024 was an incredible experience!

Attending #VenturefestWM was a fantastic opportunity to immerse myself in a day dedicated to inspiring, supporting, and celebrating innovation and entrepreneurship in our region.

Engaging with fellow entrepreneurs who are passionately pursuing their dreams and witnessing their businesses come to life was truly motivating.

Overall, it was a phenomenal day and an impactful event that is making a significant difference in the West Midlands.

I extend my heartfelt gratitude to everyone involved for yet another successful year!

Hosted by Aston Centre for Growth, Venturefest WM 2024 featured expert panels and audience engagement, with finalists presenting their ideas to seasoned investors and a live audience."

Divva Lokesh



Sponsorship

2025 Sponsorship Offer

Venturefest West Midlands will return in 2025 to mark the 10th year of celebrating and connecting innovation across our region. We're asking you to join us by investing in one of our Sponsorship Packages:

Minerva Birmingham Pitch Up Sponsor	£6,000
Gold Sponsor	£4,000
Silver Sponsor	£2,000
Exhibitor	
Early Bird	£750
Standard	£1,000

Minerva Birmingham Pitch Up (Exclusive)

£6,000 + VAT

As the Minerva Birmingham Pitch Up sponsor you will be visible to:

- All Minerva Birmingham Pitch Up 2023 applicants including companies in the region that have potential to raise significant investment. Plus, the broader Venturefest WM audience of innovators, business owners, investors, professional services, and HEIs from across the West Midlands and beyond
- Opportunity to network with local investors and some of the regions fast-growing companies

Comms benefits:

- Pre-event feature press release to focus on MBPU with the opportunity to provide a sponsor quote
- Full page A4 ad inside the Venturefest programme (location of advert automatically assigned based on order of sponsorship confirmation)
- Listed as sponsor in all social media quotes featuring MBPU (reach across each of the partner's Twitter and LinkedIn accounts creating a combined minimum follower reach of LinkedIn – 45,316 followers / Twitter 22,899 followers)
- Listed in the brochure on the sponsor page, against all MBPU sessions, and presence in the exhibitor listing (see 2022 programme as an example)

Sponsor branding:

- The MBPU sponsor logo to feature on the trophy
- Logo sited on the sponsor wall found on the inside front cover of the printed programme
- Logo featured in the scrolling logo banner sited on every webpage
- Listing on Venturefest WM exhibitor webpage with hyperlinks to a webpage of your choice
- Logo prominently positioned on all three e-mail campaigns (sent to all partner mailing lists – approximately 10k)

Visibility at the event / post event:

- Opportunity to make a 5min speech as part of the MBPU Final heat
- Prominent double stand in the main Venturefest WM expo area (approx. 4m x 2m). Choice of location available on first response basis
- Named in Twitter posting on the day (linked to MBPU session)
- Opportunity to be represented within the session as a judge
- On all holding, title and closing slides featured in all MBPU heats
- On all MBPU venue signage
- Branding on sponsor wall holding slide in main auditorium and on virtual event platform
- Post event media activity will include a blog summarising the session with a recording of the session to be featured as a LinkedIn post and listed on the Venturefest website

Gold sponsor**£4,000 + VAT****Comms benefits:**

- Two press releases will be produced ahead of the event with the opportunity to provide a sponsor quote for one of these articles (these press releases will not be individual to each sponsor and may include multiple sponsor quotes)
- Full page A4 ad inside the Venturefest programme (location of advert automatically assigned based on order of sponsorship confirmation)
- Listed as a sponsor in all social media quotes featuring your desired session depending on timing of contract (reach across each of the partner's Twitter and LinkedIn accounts creates a combined minimum follower reach of LinkedIn – 45,316 followers / Twitter 22,899 followers)
- Listed in the brochure on the sponsor page, against your chosen session, and presence in the exhibitor listing (see 2022 programme as an example)

Sponsor branding:

- Logo sited on the sponsor wall found on the inside front cover of the printed programme
- Logo featured in the scrolling sponsor logo banner sited on every webpage
- Listing on Venturefest WM exhibitor webpage with hyperlinks to a webpage of your choice
- Branding prominently positioned on all three Venturefest WM e-mail campaigns (sent to all partner mailing lists – approximately 10k)

Visibility on the day/ post event:

- Opportunity to steer the subject matter of a specific session, to have a representative speak on the panel and to be listed as the session sponsor at all opportunities
- Visibility at a series of smaller, local Venturefest West Midlands Mobile Hub events taking place across the region between November 2023 and February 2024 (if signed up by 31st October 2023)
- Prominent double stand in the main Venturefest WM expo area (approx. 4m x 2m). Choice of location available on first response basis
- Visibility on social media throughout the day (social media post linked to the session sponsored)
- Post event media activity will include a blog summarising the session with a recording of the session to be featured as a LinkedIn post and listed on the Venturefest website
- Branding on sponsor wall holding slide in main auditorium and on virtual event platform

Silver sponsor

£2,000 + VAT

Comms benefits:

- Announcement of the sponsorship will be posted on Twitter and LinkedIn. A single post will go out across each of the partner's Twitter and LinkedIn accounts creating a combined minimum follower reach of: LinkedIn – 45,316 followers / Twitter 22,899 followers
- 1/2 page advert inside the Venturefest programme (location of advert automatically assigned based on order of sponsorship confirmation)
- Listed in the programme on the sponsor wall page, and presence in the exhibitor listing (see 2022 programme as an example)

Sponsor branding:

- Logo sited on the sponsor wall found on the inside front cover of the printed programme
- Listing on Venturefest WM website exhibitor webpage with links to your organisation's website
- Logo listed in sponsor wall featured in the three newsletters shared with the existing database of previous Venturefest WM attendees along with suitable WMCA CRM lists and partner databases
- Branding on exhibitor webpage with a hyperlink to a webpage of your choice

Visibility on the day / post event:

- Single stand in the main Venturefest WM expo area (approx. 2m x 2m). Choice of location available on first response basis
- Branding on sponsor wall holding slide in main auditorium and on virtual event platform

Are you interested in sponsoring or exhibiting at Venturefest WM 2025?

Contact Pam Waddell today:

Email: Pam.Waddell@wmca.org.uk

Phone: 07766 206399

Exhibitor

£750 + VAT (pay before 30 November 2023) / £1,000 + VAT

Up to 40 stands are available in the Venturefest dedicated exhibition area. Choice of location available on first response basis.

Package includes:

- Approx. 2m x 2m pitch (no walls) with 1 x 6ft trestle table, 2 x chairs, table linen and access to power provided. We'd encourage you to bring any promotional material, pop-up stands, displays etc.
- Listing on Venturefest WM website with company logo and hyperlink to a webpage of your choice
- Company / organisation name listed with contact details in event programme

2024 Post-Event Campaign

How do we prepare our organisations for the future?
Embrace challenge, encourage collaboration, seek
cross-overs and activate cognitive diversity?





Venturefest West Midlands 2024 Keynote: A Fireside chat with Prof. Deb Leary	Article
How the West Midlands is trailblazing the Innovation Revolution	Article
The 4 Ps of successful product development: People, Planet, Partnerships and Profit	Article
Business Innovation and Skills Responses to the Demand for a Cleaner Greener Future	Article
Minerva Pitch Up Winners Return to Venturefest West Midlands 2024	Article
AI in action – opportunities, challenges, and solutions across different sectors	Article
Minerva Birmingham Pitch Up Final at Venturefest West Midlands 2024	Article
Highlight Video:	Video

If you cannot access any of the links above, please visit:
<https://www.venturefestwm.co.uk/highlights-2024>
 to access the post-event campaign articles.



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www.venturefestwm.co.uk

