

# Sponsorship opportunities 2020

Becoming a sponsor at one of London First's industry leading events or flagship summits gives businesses the opportunity to gain crucial insights into the future of London business, enhances relationships with key decisions makers, and builds brand profile through extensive media and event collateral.

London First offers a range of sponsorship opportunities across the programme of 150+ events. This includes, but is not limited to, our flagship events series:

- Building London Planning Awards (Tuesday 28<sup>th</sup> January 2020)
- Building London Summit (Thursday 30<sup>th</sup> January 2020)
- Leading Londoners - London First Awards (Thursday 14<sup>th</sup> May 2020)
- MIPIM Events (March 9<sup>th</sup>-12<sup>th</sup> 2020)
- London Summer Business Lunch (Thursday 9<sup>th</sup> July 2020)
- London Infrastructure Summit (TBC September 2020)
- Party Conference Fringe events (Labour: 20<sup>th</sup>-21<sup>st</sup> September/Conservative: 4<sup>th</sup>-5<sup>th</sup> October 2020)
- Skills London (Friday 27<sup>th</sup> & 28<sup>th</sup> November 2020)

A brief outline of the flagship opportunities is included below. There are additional opportunities related to smaller and more exclusive events within the programme, please get in touch if you would like to find out about these.

## **Building London Planning Awards – London, Tuesday 28<sup>th</sup> January 2020**

The Building London Planning Awards will be back in 2020 for its 17<sup>th</sup> year. Brought to you by London First and **in partnership with the Mayor of London**, the awards will showcase and celebrate outstanding town planning and development schemes that make a positive impact in their local communities. This exclusive evening event attracts the **highest-level influencers** from the London built environment industry with strong **media coverage pre and post event**. Event sponsors can directly sponsor individual awards, with **exposure to key building and planning industry leaders, media stakeholders and political policy influencers**. Through strategic brand profiling, all sponsors benefit from **elite networking opportunities** from within the London First membership and position their organisation as leaders in the industry *Various sponsor packages, including Headline and individual Awards categories. Investment tbc dependant on package; details on request*

## **Building London Summit – London, Thursday 30<sup>th</sup> January 2020**

The Building London Summit is the premier event in London's built environment calendar, **convening the key political figures** setting the agenda for the property industry, the senior officials tasked with implementing policy changes, and the **major industry leaders who are shaping the future of the London's housing**, high-street and borough development. Event sponsors have the unique opportunity to use speaking and debate activities to lead the discussion and share insights on the future of the industry, whilst strengthening brand profile through **multi-channel media coverage**, and developing new **networking opportunities** to build their commercial network. Expect to work closely with the **2020 Mayoral Candidates, City Hall's Deputy Mayors, London's Borough Leaders and Chief Executives** from the biggest developers, investors and housing associations as we aim to shape the debate around some of the key challenges facing the industry ahead of the next Mayoral elections. *Various sponsor packages including Partner and Spotlight (Headline has been taken). Investment tbc dependant on package; details on request*

## Leading Londoners - London First Awards – London, Thursday 14<sup>th</sup> May 2020

The only **awards recognising talent, contribution, diversity and successes** which make London the best place in the world to do business, this is a unique opportunity to partner with London First and profile your brand and organisation to more than **200 of the most senior business executives and political leaders** in our capital.

As a sponsor you will showcase your commitment to London whilst establishing connections from across a wide variety of sectors, and nurturing relationships with existing clients, contacts and decision-makers. You will enjoy a **campaign of engagement** which will build to a glamorous event in May 2020, ensuring multiple touch points throughout the year and **opportunities to land key messages**. Categories include Infrastructure, Skills, Homes & Communities, Innovation, Culture, and Global Leader. *Various sponsor packages, including Headline and individual Awards categories. Investment tbc dependant on package; details on request*

## MIPIM – Cannes, March 9<sup>th</sup>-12<sup>th</sup> 2020

Providing a **strategic view of London's future development projects**; addressing areas from finance and government to public policy, whilst providing members with **valuable facilitated networking opportunities**, our annual programme of events at MIPIM attract a senior audience from across business and politics. London First is looking for partner sponsors for a host of events providing sponsors with unique profiling amongst London's leading business and political leaders. These events include the **GLA dinner with Deputy Mayor Jules Pipe**, the Annual Housing Lunch, the London Government dinner, the Women in London Property dinner, and more. By aligning with the London First brand at MIPIM there is an opportunity for sponsors to **maximise impact and ROI** through quality content, networking and speaking opportunities. *Various sponsor packages. Investment tbc dependant on package; details on request*

## London Summer Business Lunch – London, Thursday 9<sup>th</sup> July 2020

This coming year's London Summer Business Lunch brings together 200 of **London's business and political leaders** for a mix of cross sector networking, fine dining and inspiring speeches from the capital's key business influencers. 2019's keynote speakers included **George Osborne**, Editor of the Evening Standard, Chair of the Northern Powerhouse Partnership and former Chancellor of the Exchequer, with **London Heathrow** as our headline sponsor. London First's **exclusive sponsor** for the event will have the opportunity to **maximise brand profile and exposure** to key business leaders and political figures from across London. *Exclusive or joint partnership options available; details on request*

## London Infrastructure Summit – London, TBC September 2020

London First's annual Infrastructure Summit is **the Capital's largest gathering of leading infrastructure experts**. The 2020 event will aim to highlight the challenges and developments within London's infrastructure industry through exploring elements ranging from future mobility and digital infrastructure through to road, rail and tube networks including Crossrail and Crossrail 2 developments. Sponsorship of this event will provide businesses with the opportunity to **build a strong brand profile across the infrastructure industry**, including central and London government through to infrastructure providers, operators and technology innovators. This provides sponsors the opportunity to cement and extend commercial networks with key decision makers on national and London infrastructure projects, **generate commercial opportunities with senior buyers**, whilst gaining insight into the latest policy trends and **demonstrating expertise and credibility via key speaking opportunities**. *Various sponsor packages. Investment tbc dependant on package; details on request*

## Party Conference Fringe Events – TBC, Labour: 20<sup>th</sup>-21<sup>st</sup> September/Conservative: 4<sup>th</sup>-5<sup>th</sup> October 2020

London First will again have a significant presence at Party Conferences, with **multiple fringe events and associated sponsorship opportunities**. Details are yet to be confirmed, but 2019 activity included a Reception at Labour, with Sadiq Khan, Mayor of London and a Reception with Shaun Bailey, Conservative Mayoral candidate. We also ran lunches at both alongside our Growing Together coalition partners. *We would welcome early conversations with prospective partners with a view to taking input on plans for 2020.*

## Skills London – London, Friday 27<sup>th</sup> & 28<sup>th</sup> November 2020

Skills London is **the UK's biggest careers event for 15–24 year olds** and presents the best platform to directly engage the diverse talent needed for business growth. The event will attract **32,000+ young people** from every London Borough, their teachers, parents and careers professionals, providing an opportunity for 150+ businesses to benefit from high level visitor engagement over the 2 days. Previous event sponsors have benefitted from further engagement opportunities ranging from high-profile speaking slots **alongside the Mayor of London**, providing expert careers analysis at the Career Ready Talks, hosting key influencer groups at the Parent and Teacher Hub, and **targeted brand profiling** through a range of media platforms including advertorials, broadcast media, direct mail campaigns and social media. *Various sponsor and exhibition packages. Investment tbc dependant on package; details on request*

## Bespoke events, working with sponsors

There may be opportunities to collaborate on events outside of the current programme where there is a mutual interest. We welcome conversations and will build a proposal after an initial scoping conversation.

*If you would like to discuss any of these opportunities, or to find out more about how we work with sponsors, please contact Danielle at [ddavis@londonfirst.co.uk](mailto:ddavis@londonfirst.co.uk)*