

The logo for the Staffordshire Business Festival 2017. It features a large, stylized letter 'B' on the left, filled with a colorful geometric pattern of triangles in shades of yellow, green, blue, and purple. Inside the 'B' is a white silhouette of a stylized plant or tree. To the right of the 'B', the word 'Staffordshire Business' is written in a black sans-serif font. Below that, the word 'FESTIVAL' is written in a larger, bold, black sans-serif font. To the right of 'FESTIVAL', the year '2017' is displayed in a large, colorful font where each digit is composed of a different geometric shape filled with a unique color from the festival's palette.

Staffordshire Business
FESTIVAL
2017

Great events for local businesses of every size





Staffordshire Business Festival

Following its' success last year, the Staffordshire Business Festival is returning to the county, aiming to support Staffordshire's thriving businesses.

“What a fantastic idea to bring the business community together and celebrate everything great about the area.”

– D2NA.

“The Staffordshire Business Festival is a great event for local businesses both large and small.”

– Mark Warren, Listers.

Staffordshire Business Festival is designed to achieve three key objectives:

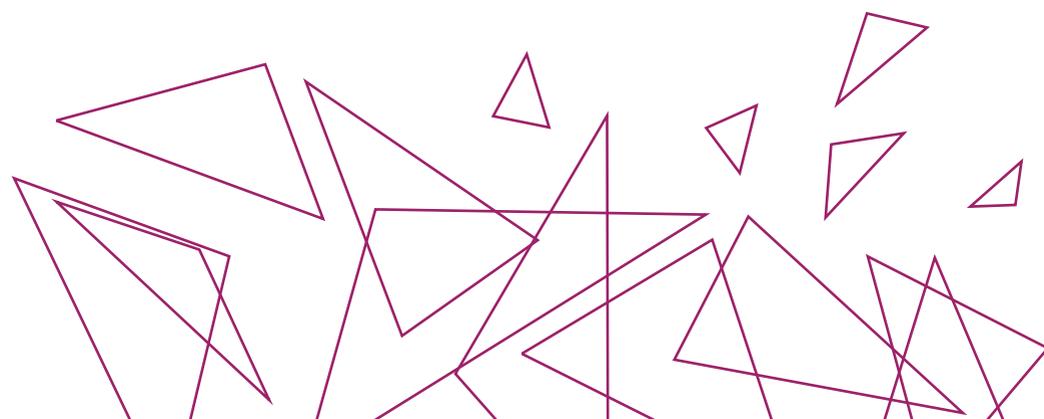
- ▶ Engage companies, organisations and the business communities within and across Staffordshire.
- ▶ Showcase the products, services and talent from Staffordshire to a wider national and international audience.
- ▶ Promote Staffordshire as a place for businesses to locate, grow and prosper.

Staffordshire's first ever business festival in 2016 attracted more than 3,000 people, with over 20 per cent of these traveling from areas outside of the county.

Feedback from those who attended and sponsored events included reports of people winning new business, meeting new business partners, recruiting new members of staff, receiving increased enquiries and agreeing to take on more apprentices.

This year will be a three-day festival comprising of an inspirational day, a day of business support workshops, and updates on key initiatives and sectors.

Organised by Staffordshire Chambers of Commerce, the 2017 festival anticipates over 2,000 delegates and aims to build confidence in local businesses whilst working towards boosting the local economy.



Inspiration Day Tuesday 7 November 2017

Inspiration day of speakers and content on topics relevant to businesses. Taking place at Heath House. Ticket prices £99 +VAT. Maximum of 250 delegates

“The business festival provides a fantastic opportunity to bring businesses together.”

– Nadine Rowley, KMF.

“The festival is a fantastic showcase of the range of businesses operating throughout Staffordshire.”

– Dr Mark Bacon, Keele University.

Sponsorship packages

Staffordshire Chambers of Commerce is delighted to invite businesses to sponsor this exciting showcase of events.

BRONZE - £2,000

Unlimited places

Two tickets for day one

Logo on website

Leaflet in goody bag on day one

Quarter page advert in brochure for day one

One tweet on day one

Logo on menu

Standard marketing toolkit

Two marketing/PR touch points

SILVER - £3,000

Max. 10 places

Five tickets for day one and day two

Logo on website

Leaflet in goody bag on day one

Half page advert in brochure for day one

Three tweets throughout day one

Logo on menu

Standard marketing toolkit

Three marketing/PR touch points

GOLD - £6,000

Max. 4 places

Ten tickets for festival

Logo on website

Leaflet in goody bag

Full page advert in all brochures

Eight tweets throughout each day

Logo on menu

Personalised marketing toolkit

Ongoing marketing/PR touch points

Logo on screens at events

Blog on festival website

Logo on invitations for day one

Logo on festival video

One workshop on day two

Membership of steering group

Business Support Day Wednesday 8 November 2017

Based at Uttoxeter Racecourse from 8am - 8pm, a day of brilliant learning opportunities for businesses of all sizes. One hour workshops throughout the day. Free for delegates to attend.

“Internet Central has found the festival very beneficial. We have been able to speak and communicate with people that we may have not otherwise been able to.”

– Scott James, Internet Central.

Staffordshire University was delighted to be a headline sponsor of the inaugural Staffordshire Business Festival in 2016. The festival provided us with a platform to share our knowledge and expertise and meet existing and new partners within the region.”

– Staffordshire University.

Sponsorship opportunities

WORKSHOP SPONSOR

£400

Could you gain more business by sharing your expertise? Sponsor a workshop at Uttoxeter Racecourse and have the potential to educate delegates on your preferred topic. Workshops will take place over a one hour period within a segregated space for you to showcase your brand, its knowledge and marketing materials.

STAND SPONSOR

£200

Brand presence can speak volumes. Show that your business supports the region's business growth by sponsoring a stand in the 1907 suite at Uttoxeter Racecourse. Over 1,000 delegates are expected to attend on the day so don't let your brand go unseen. Stands are welcome to showcase demonstrations, have-a-go activities to increase your brand awareness.

OVERALL DAY SPONSOR

£2,000

- Delivery of three workshops
- A stand in 1907 suite
- Logo on the festival brochure for day two
- Leaflet in goody bags on day two
- Logo on website
- Three tweets throughout day two from our highly active twitter account (over 56,000 twitter impressions during the 2016 festival.)
- A blog on the Staffordshire Business Festival website
- Standard marketing toolkit
- Three marketing/ PR touch points



Business Update Day Thursday 9 November 2017

- ▶ An update on the City of Culture bid
- ▶ Property and planning update from the City Council's inward investment team
- ▶ Manufacturers' Expo



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