



East Midlands

Commercial opportunities

Connect. Develop. Influence.



About the IoD

*The membership organisation run by directors, for directors.
Enabling members to connect, develop, influence and succeed.*

We exist as the Institute of Directors to propose value to directors for the wider benefit of society. This is made clear from what we believe; **Better Directors Build a Better World.**



The IoD is the only institute in the world to offer internationally recognised qualifications designed “by directors for directors” under a Royal Charter”.

Established in 1903 and have a Royal Charter that gives us a mission to help our members be the best leaders that they can be

We have significant influence over decision-making at the highest level of British business

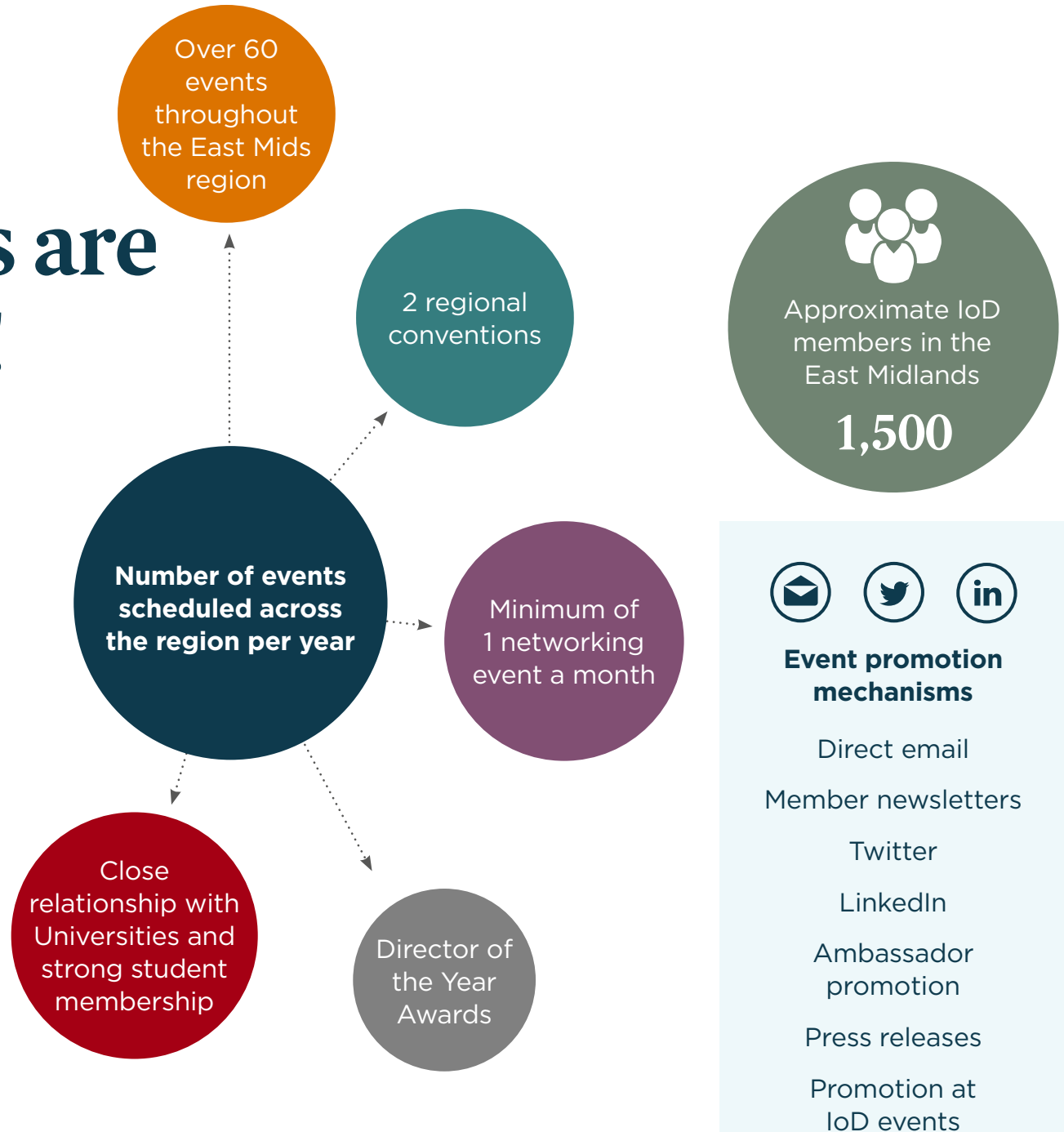
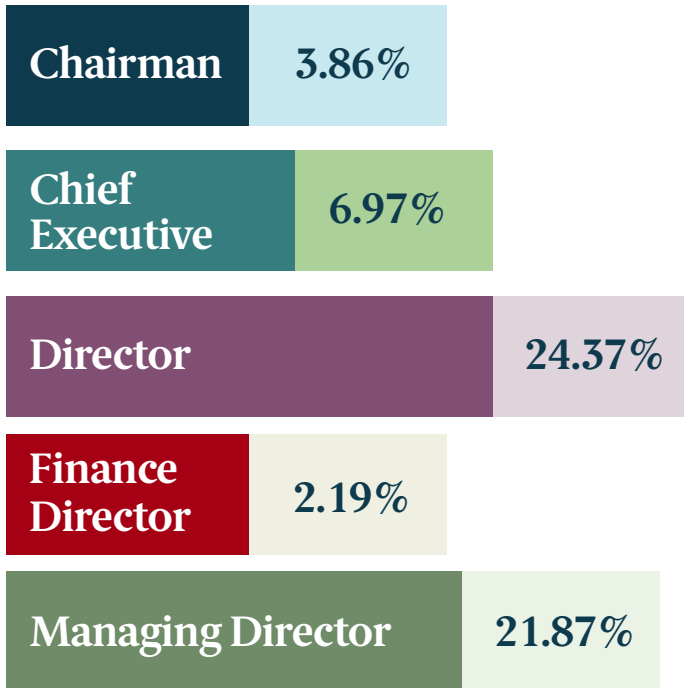
We represent a wide range of businesses, from entrepreneurial start-ups to large multinationals

We educate and support enterprise, setting standards of best practice

We enable directors to be even better leaders through our world-class peer to peer community, events and Digital Academy

All IoD members are decision makers!

Their job titles:



Approximate IoD members in the East Midlands

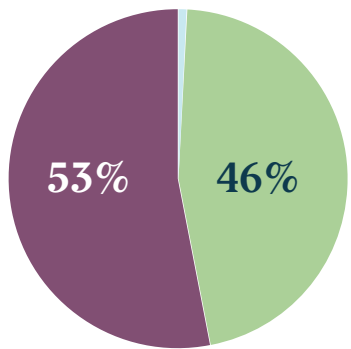
1,500

Event promotion mechanisms

- Direct email
- Member newsletters
- Twitter
- LinkedIn
- Ambassador promotion
- Press releases
- Promotion at IoD events

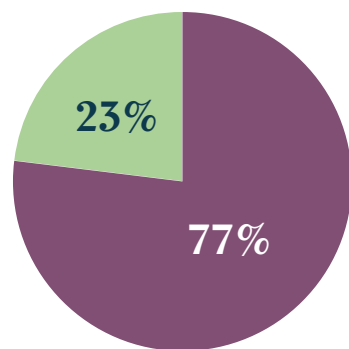
The IoD audience

Job title



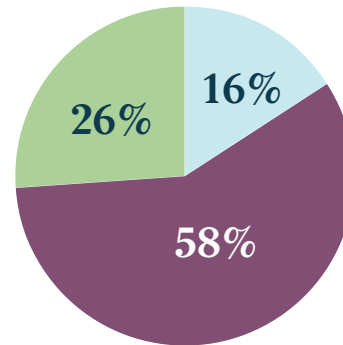
- Chair/CEO/MD/C-level/partner
- Director level and above
- Other

Size of business



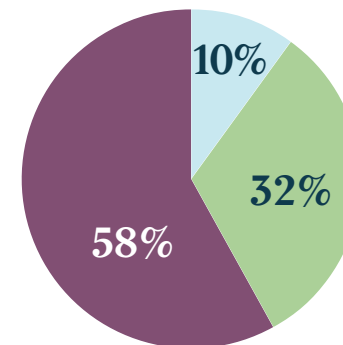
- SMEs (up to 200 employees)
- Large businesses (200-plus employees)

Company turnover



- Up to £5m
- £5m to £20m
- £20m and over

Age group



- 39 and under
- 40 to 59
- 60 and over

Areas of decision-making

- 52% Pensions
- 40% Fleet
- 66% Banking
- 74% Business travel
- 61% Recruitment
- 54% Facilities
- 77% Training
- 80% Technical/IT
- 43% Healthcare
- 55% Investment

Source: IoD member survey, 2017

Align your brand with the best in business

FACT

Supporting IoD events and activities will **enable you to reach a vibrant, informed and prominent audience**

FACT

Your support of the IoD East Midlands forms part of your **Corporate Social Responsibility (CSR)** investment – helping you to build a reputation as a responsible business

FACT

Business leaders are busy people with many responsibilities. As an IoD East Midlands Supporter you **become a trusted go-to solution provider** able to ease the burden on IoD members

FACT

IoD East Midlands Supporters benefit from a far-reaching and impactful cross-platform **engagement campaign** in collaboration with a leading business institution

FACT

The Institute of Directors is an **influential and well respected** business membership organisation



Our East Midlands community

IoD East Midlands is in the heart of the nation.

Our community is made up of four dedicated Branches.

Lincolnshire

The Lincolnshire branch is headed by Chair Michelle Allison who works tirelessly to boost the business community through her work at the IoD as well as through her role as Chief Executive of the Lincolnshire & Rutland Education Business Partnership. The Lincolnshire branch hosts a number of events including our Annual Lincolnshire Lunch, attended by Directors and prominent business leaders across the region. The Branch and local members are supported by a number of highly experienced Ambassadors in Defence, Health, Construction & Engineering, Skills & Education, Professional Services & Finance, Diversity & Inclusion, PR & Communications, Policy Voice, Digital, Chartered Director and Professional Development, Financial Planning & Wealth Management and Policing and Criminal Justice.

Derbyshire & Nottinghamshire

Derbyshire and Nottinghamshire make up the largest of the East Midlands branches consisting of over 500 members. The Branch has an invigorated Committee for 2021 and plan to host a number of events and develop key campaigns to support and inspire the region's business leaders.

Leicestershire & South East Midlands

The South East Midlands Branch covers the Leicestershire and Northamptonshire areas and is chaired by Sarah Canning. The Branch comprises of over 400 members representing all sectors of the economy. This diversity is reflected in the Branch Committee and Ambassadors; all of whom volunteer their time to address issues of relevance to members as well as ensuring that member feedback on key business subjects are represented at the most influential levels.



Approximate IoD
members in the
East Midlands

1,500



What IoD East Midlands Supporters say...

NELSONS

Business Law | Personal Law | Investment

“We’re delighted to be renewing our sponsorship of the IoD; we’ve found the East Midlands events to be very well-attended and have run several joint seminars with the IoD, which have been well received by the members. These events have helped to raise the profile of Nelsons across the region as well as highlight service specialists and expertise. The networking events have also provided ideal opportunities to meet with other local businesses on a regular basis and we look forward to another year of our partnership.”

Anna Smith, Partner & Director of Marketing, Nelsons

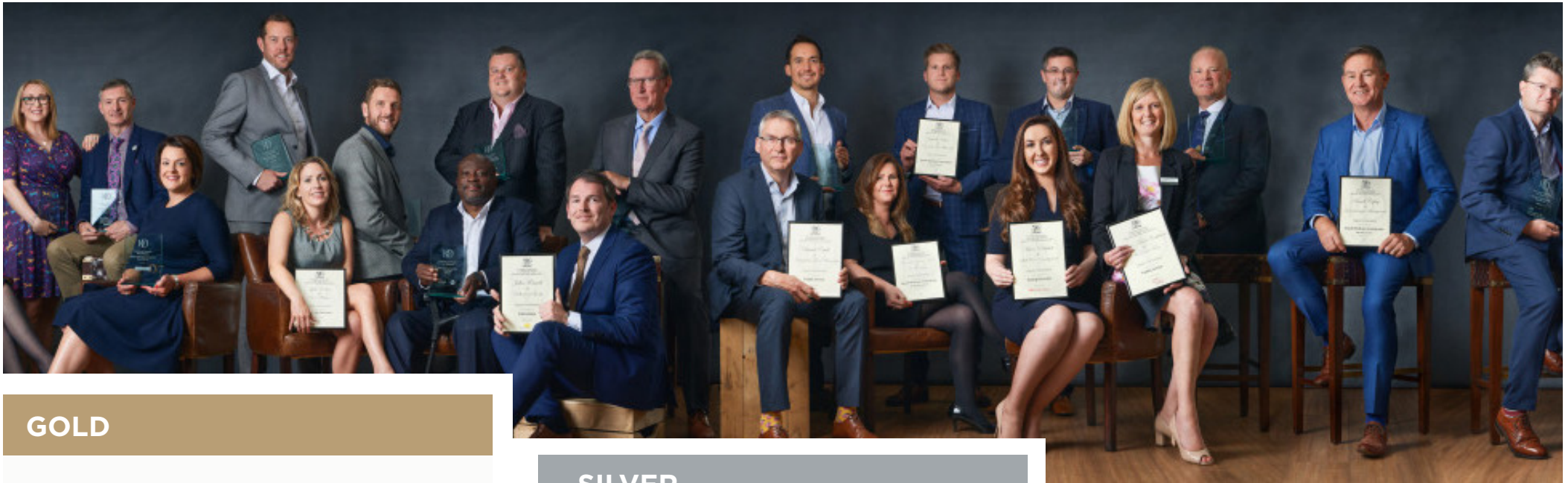
“Our region is home to some of the most innovative, dynamic and talented leaders in the UK, which is why we’re delighted to support the Midlands IoD Awards each year. As a previous winner and keen supporter of innovation & entrepreneurship I have seen first-hand the positive impact, which the awards have on the businesses involved, whether they are nominated or as a sponsor. The IoD Awards showcase stories of success in a challenging business environment, while also acting as a great way to motivate internal teams.”

Dr Nik Kotecha OBE, Chairman, Morningside Pharmaceuticals Ltd





Three-tier sponsorship model



GOLD

- Award Category Sponsorship sponsor of Midlands DOTYA or Headline sponsor for a regional event
- Headline sponsor for two on-line regional events per year
- One advertorial per quarter in IoD Midlands Magazine/ per edition
- Logo placement on website with links
- Acknowledgement in all major IoD East Midlands marketing collateral

£5,000 + VAT

SILVER

Includes your choice of two of the following:

- Two pages of editorial in the In the IoD Midlands Magazine, spread throughout the year.
- Headline sponsor for one on-line regional event per year & one branch event
- Headline sponsor for three online branch events per year
- Logo placement on website with links

£3,000 + VAT

BRONZE

Includes your choice of two of the following:

- Headline sponsor for one online branch event per year
- One page editorial in the In the IoD Midlands Magazine
- Logo placement on website with links on event listing

£1,000 +VAT



East Midlands

Bespoke opportunities

Director of the Year Awards headline sponsor

£10,000 + VAT

Director of the Year Awards category sponsor

£3,000 + VAT

Annual event headline sponsor

Such as Diversity in Leadership convention, annual Lincolnshire Lunch (subject to guidelines these are for either virtual or face-2-face)

£7,000 + VAT

Annual event drinks or virtual host sponsor

(subject to guidelines these are for either virtual or face-2-face)

£4,500 + VAT

Regional events

(subject to guidelines these are for either virtual or face-2-face)

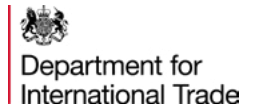
£3,500 + VAT

Branch event

(subject to guidelines these are for either virtual or face-2-face)

£3,500 + VAT

Previous sponsors



What next...

Find out more by contacting:

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