



Inspiring business
East of England

Sponsorship opportunities

with IoD East of England





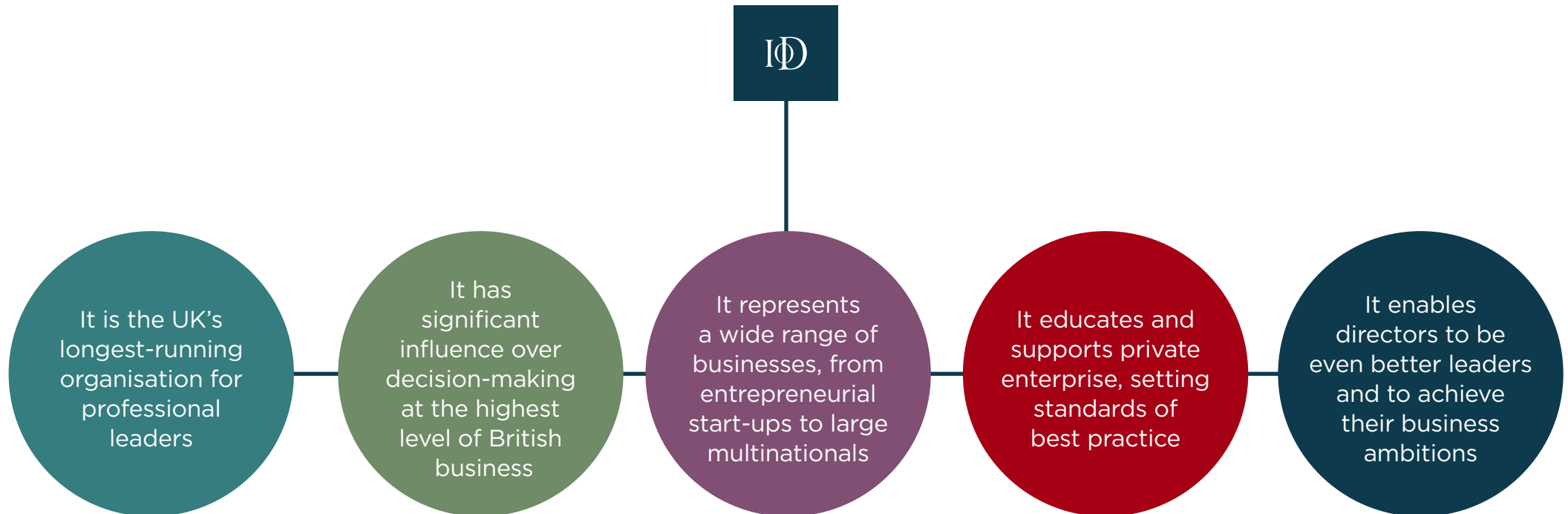
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About the IoD

The UK's leading business brand

“No business operates in a vacuum, and the IoD gives me a way to keep on top of all the important issues.”

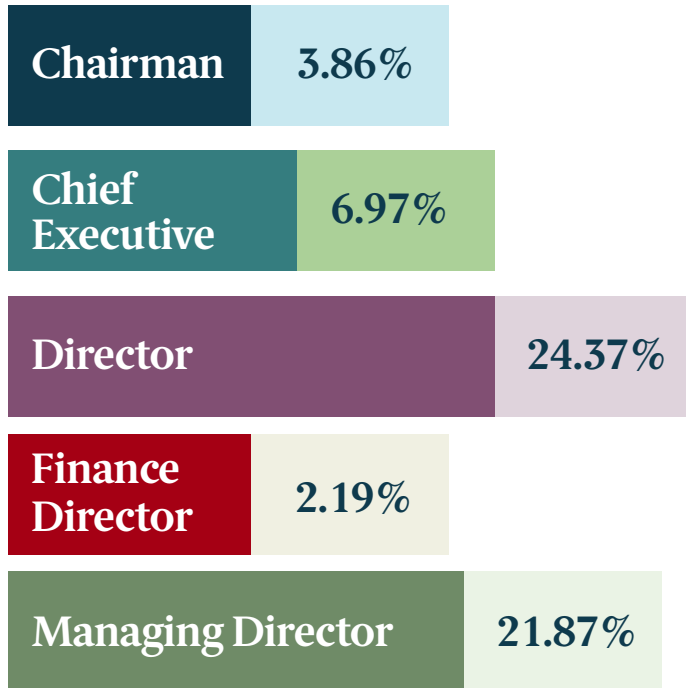
Vanessa Landreneau
*Principal, Hummingbird Consulting Ltd,
Cambridgeshire*





All IoD members are decision makers!

Their job titles:



Minimum 20
IoD 99 events

Minimum
10 events
per branch



Number of members
as of Aug 2018
3,300

**Number of events
scheduled across
the region**

Minimum 20
company visit
events

Minimum 20
Evolution of
Business
events

Plus adhoc
events

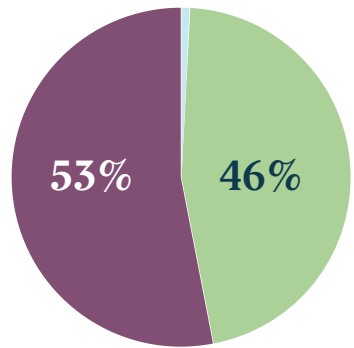


Event promotion mechanisms

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

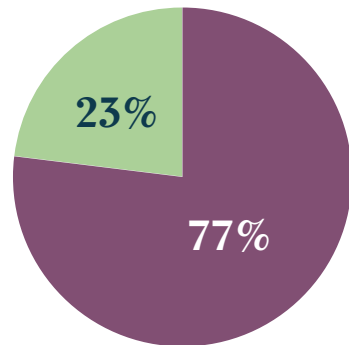
The IoD audience

Job title



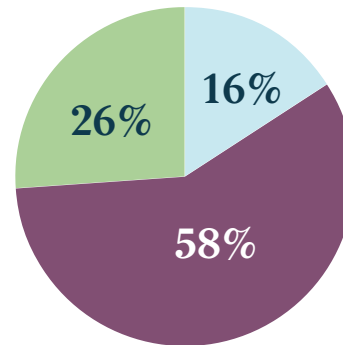
■ Chair/CEO/MD/C-level/partner
■ Director level and above
■ Other

Size of business



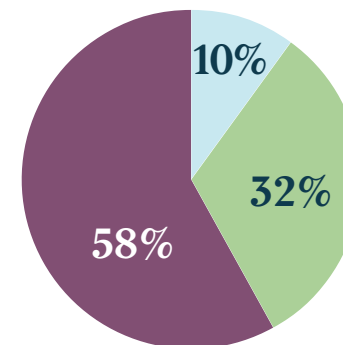
■ SMEs (up to 200 employees)
■ Large businesses (200-plus employees)

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 of England 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 of England Supporter you **become a trusted go-to solution provider** able to ease the burden on IoD members

FACT

IoD East of England 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



Become a Regional Supporter

Align your company/brand with the IoD across the East of England by becoming a Regional Supporter.

BENEFIT	ACTIVITY	FREQUENCY	REACH
Online Brand Visibility and Association	Email Newsletter Regional Supporter Logo to appear on email newsletter to all IoD East of England members Hyperlink from logo to Regional Supporters website	Monthly	Sent to 4,500 subscribers per month
Communication	IoD National Website 2 x Meet our Regional Supporters articles on IoD East of England news sector on iod.com – first to announce regional supporter agreement and introduce regional supporter, second after 6 months to update on news from Regional Supporter and review events which Regional Supporter has supported.	Twice per year	Articles will be featured within IoD East of England regional newsletter sent to members.
Networking and Brand Association	IoD Events Regional Supporters to be recognised at all IoD East of England Events in 2019 <ul style="list-style-type: none"> - Company Logo on the event listing, hyperlinked to your website . - Mention in all Press Releases - Mention within Event Review up on IoD.com news site. - Banners at the event (or free event stand if appropriate). - 2 free places at the event - Photo opportunity with the guest speaker where applicable, to be used in News Story, Twitter, LinkedIn and Press Release - Company Logo on event literature and promotional literature. 	40+ events per year	+5,000 directors reached via email +2,000 directors reached via social media
Additional Benefits:	Regional Supporters to receive advance notice of IoD Policy Papers and IoD press releases. Regional Supporters to be invited to IoD East of England Regional Advisory Group Meetings Regional Supporters to be invited to comment on certain IoD regional press releases		
IoD East of England Regional Supporter Investment:	£1000 per month or £10,000 one off payment		



Become a Branch Supporter

Align your company/brand with the IoD within your local community by becoming a Branch Supporter.

BENEFIT	ACTIVITY	FREQUENCY	REACH
Online Brand Visibility and Association	Email Newsletter Branch Supporter Logo to appear on email newsletter to all IoD East of England members Hyperlink from logo to Regional Supporters website	Monthly	Sent to 4,500 subscribers per month
Communication	IoD National Website 1 x Meet our Branch Supporters article on IoD East of England news sector on iod.com to announce Branch Supporter agreement and introduce your company.	Once	Article will be featured within IoD East of England regional newsletter sent to members.
Networking and Brand Association	IoD Events Branch Supporter to be recognised at all Branch Events in 2019 <ul style="list-style-type: none"> - Company Logo on all event listings, hyperlinked to your website . - Mention in all Press Releases and social media promotion - Mention within Event Review up on IoD.com news site. - Banners at the event (or free event stand if appropriate). - 1 free place at all events - Photo opportunity with the guest speaker where applicable, to be used in News Story, Twitter, LinkedIn and Press Release - Company Logo on event literature and promotional literature. 	Monthly - except August and December	Minimum 10 events including IoD 99 Entrepreneur focussed events (average attendance 10-15 members) and flagship events (average attendance 60+ members and non-members)
IoD East of England Regional Supporter Investment:	£500 per month or £4,500 one off payment		



Become an Event Supporter

Align your company/brand with an individual IoD event or an IoD event series.

SPONSOR BENEFITS									
ACTIVITY	COMPLIMENTARY SEATS	BRANDING					COMMUNICATION		
		IoD email newsletter	Event listing on iod.com	IoD social media channels	Event branding banners etc	Event Review on iod.com	Welcome announcement	Extended verbal message to attendees	Written welcome in event literature
Directors Briefing Breakfast	2	✓	✓	✓	✓	✓	✓		
Directors Briefing Lunch	2	✓	✓	✓	✓	✓	✓		
Directors Briefing Dinner	2	✓	✓	✓	✓	✓	✓		✓
IoD Connect Event	2	✓	✓	✓	✓		✓		
IoD 99 Event	2	✓	✓	✓	✓		✓		
IoD FLAGSHIP EVENT: Director of the Year Awards Enterprising Women Summit	10	✓	✓	✓	✓	✓	✓	✓	✓
IoD Connect & Influence Event	10+	✓	✓	✓	✓		✓	✓	✓
The BIG Debate	4	✓	✓	✓		✓			✓
ADDITIONAL BENEFITS INCLUDE:									
IoD FLAGSHIP EVENT inc:	Pre Event Media Coverage	Post Event Media Coverage	Logo on stage	Exhibition stand	Advert in Event brochure	Logo on social media assets	Logo on Award trophies and certificates	Opportunity to host dinner with winners	
Director of the Year Awards	✓	✓	✓		✓	✓	✓	✓	
Regional Conferences	✓	✓	✓	✓	✓	✓			
The BIG Debate	✓	✓	✓	✓					



Campaign reach for IoD East of England



Investment IoD East of England

Event Sponsorship

Please contact Simone Robinson, Regional Director, IoD East of England to discuss the many event supporter opportunities across the East of England.

E: simone.robinson@iod.com
T: 020 3006 2729

ACTIVITY	OVERVIEW	INVESTMENT
Evolution of Business event	Panel Discussion quarterly event	£1,000
Company Visit/ Behind the scenes event	Educational visit to local business	from £300
Directors Briefing Breakfast	Expert presentations / Clear learning outcomes / High level networking	from £750
Directors Briefing Lunch	Expert presentations / Clear learning outcomes / High level networking	from £750
Directors Briefing Dinner	Hand-picked audience / Expert presentations / Clear learning outcomes / High level networking	from £1,000
IoD Connect & Influence Event	Sponsor to choose theme and venue / Free events for IoD Members / Sponsor to extend invitation	from £500
IoD 99 Event	Informal evening networking / Entrepreneurial focussed	from £300
IoD Flagship Event: Director of the Year Awards Enterprising Women Summit	Category Sponsor Extensive pre and post event publicity / Regional audience / High level networking	from £2,500 from £1,000
IoD Connect & Influence Event	Sponsor to choose theme and venue / Free events for IoD Members / Extend invitation	from £1,000
The BIG Debate	Extensive pre and post event publicity / Collaboration with other business organisations	from £1,500
Regional Evolution of Business Event	Main Sponsor Package	from £5,000



What IoD East of England Supporters say...



“The Jockey Club Rooms were delighted to have been part of the Eastern Regional IoD Awards Lunch in 2018. Sponsoring an award, proved invaluable, in being able to profile ourselves but also networking within a group of like-minded business leaders, all representing a wide and diverse range of business and companies within the UK’s Eastern Region, a unique experience and one that we will continue to support and participate in.”

“I just wanted to say how pleased we were with the event and your organisation. We were very happy with the evening and thought it was a good turnout. Hopefully we can work together again in the future.”

DEBENHAMS OTTAWAY
SOLICITORS

“Greene & Greene were proud and privileged to be one of the sponsors for the 2018 Director of the Year Awards. From the excellent food to the amazing venue, the awards were second to none.”





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What next...

Find out more by contacting:

Simone Robinson
Regional Director

T: 0203 006 2729

E: simone.robinson@iod.com

Caroline Kearney

Regional Administrator

T: 07917699498

E: iod.east@iod.net

Once you have decided which Supporter package is best for you we will draft a Sponsorship Agreement contract for both parties to sign and immediately begin promoting your support to IoD East of England members

iod.com/eastevents