

**For more information on bespoke sponsorship options please contact Andrew Ellis on +447860728483 or [drew@wearelikeminds.com](mailto:drew@wearelikeminds.com)**

## **We Are Like Minds.**

Like Minds is a global thought leadership platform. We deliver world-class events that focus on business development, knowledge and insight enabling entrepreneurs and business leaders to grow and thrive in the rapidly evolving globalized digital economy.

Our mission is to provide a platform where participants can meet fellow Like Minds to inspire and help one another in an environment that is intellectually stimulating, enjoyable and refreshing. From Start-Ups to Corporates.

We are holding our flagship event – the annual “Ideas Festival” in Exeter on September 27/28<sup>th</sup> with the theme: “From Startup to Scale-up.” For 300/350 carefully curated delegates per day.

## **Our Audience**

Our audience is made up of Entrepreneurs, SMB Business Owners and Scale-ups. The following data is taken from the Scaleup Institute’s top business & professional services sectors by number of scaleups report 2017:

<b>Recruitment agencies &amp; personnel supply services</b>	<b>195</b>
Civil engineering services	192
Waste management services	131
<b>Business banking &amp; financial services</b>	<b>116</b>
Consumer banking & financial services	82
Security services	81
<b>IT consultancy services</b>	<b>80</b>
<b>Marketing services</b>	<b>73</b>
Insurance services	72
<b>Advertising &amp; branding services</b>	<b>67</b>
<b>IT support services</b>	<b>67</b>
<i>Total companies:</i>	<i>1,156</i>

**Our delegates make up 598 of these companies.**

## **Sponsorship Opportunity.**

**Title Sponsorship:** – £20K (one available) *(Value: £90K)*

Venue: Rediscover Building, Northernhay Street – 350+ delegates

- 20 x Delegate places for colleagues / guests
- Branding across all digital and print media in the lead up to and during the event including;
  - Exclusive “sector sponsor”
  - On Website / Eventbrite event pages
  - On all live streams and edited videos uploaded to the LM platform
  - Branded email invitations and reminders to our 15,500 database
  - Social Media Mentions on the #LikeMinds hashtag on Twitter
  - Mentions on the live blog across each day
  - Access to attendee registration data
  - Branded screen time behind speakers in breaks
  - Branding on printed event program for delegates
  - Goody bag / product placement opportunity
  - Article on WeAreLikeMinds.com
  - 4x places at Speakers & Sponsors Dinner

**Gold Sponsorship:** – £15K (two available) *(Value: £45K)*

- 10 x Delegate places for colleagues / guests
- Branding across all digital and print media in the lead up to and during the event including;
  - Exclusive “Gold Sponsor”
  - On Website / Eventbrite event pages
  - On all live streams
  - Branded email invitations and reminders to our 15,500 database
  - Social Media Mentions on the #LikeMinds hashtag on Twitter
  - Mentions on the live blog across each day
  - Access to attendee registration data
  - Branded screen time behind speakers in breaks
  - Goody bag / product placement opportunity
  - Article on WeAreLikeMinds.com
  - 2x places at Speakers & Sponsors Dinner

**Silver Sponsorship:** – £10K (four available) (*Value: £20K*)

- 6 x Delegate places for colleagues / guests
- Branding across all digital and print media in the lead up to and during the event including;
  - Exclusive “Silver Sponsor”
  - On Website / Eventbrite event pages
  - On all live streams
  - Branded email invitations and reminders to our 15,500 database
  - Social Media Mentions on the #LikeMinds hashtag on Twitter
  - Mentions on the live blog across each day
  - Branded screen time behind speakers in breaks
  - 1x place at Speakers & Sponsors Dinner

**Speaker & Sponsors Dinner – Investment:** £5K (*Value: £7.5K*)

Venue: Hotel Du Vin

- Product and marketing material placement at the speaker & sponsors dinner:
  - Two places at dinner
  - Access to dinner attendee registration data
  - Goody bag / product placement opportunity
  - Branded invitations to guests

**Workshops – Investment:** £2.5K (*value £4.5K*)

- Product and marketing material placement at selected Masterclass Session
- Access to workshop attendee registration data
- Branded Website / Eventbrite event pages
- Mentions on all social media marketing & promotion
- 1x place at Speakers & Sponsors Dinner

**PitchFest Session Investment: £5K (value £15K)**

- Introduced as pitch sponsor on the day
- Access to pitch attendees and investors registration data
- Mentions on all social media marketing & promotion
- 1x place at Speakers & Sponsors Dinner

**Like Minds Live Stream – Investment: £5K (value £15K)**

- Brand on live stream page
- Branding on Website / Eventbrite event pages
- 1x place at Speakers & Sponsors Dinner

**Like Minds Delegate Gift Bags – Investment: £5K (value £15K)**

- Branding on bag
- Product and marketing material placement inside
- Access to all attendees contact details
- Branded Website / Eventbrite event pages
- 1x place at Speakers & Sponsors Dinner

**Like Minds Lanyards – Investment: £5K (value £15K)**

- Branded lanyards for every delegate
- Branded lanyard booklet
- 1x place at Speakers & Sponsors Dinner

**Like Minds Exeter Business Breakfasts – Investment:** £500 per breakfast (*value £1.5K) (series of 10x available)*

Branded email invitations Business Breakfasts “powered by...”

- Marketing material at breakfast event
- Branded Event page and Eventbrite booking page
- Branded post-breakfast video interview on Like Minds YouTube channel

**Breakfasts run monthly from January 2018. Not August or December.**

**For more information on bespoke sponsorship options please contact Andrew Ellis on +447860728483 or [drew@wearelikeminds.com](mailto:drew@wearelikeminds.com)**

ENDS