


SUSTAINABLE EVENTS SUMMIT 2023

October 18th 2023
Newbury Showground



SPONSORSHIP
PACK

VISION 2025
Outdoor Events • Climate • Action

THE SUSTAINABLE EVENTS SUMMIT, NOW IN ITS 7TH YEAR, IS A FREE TO ATTEND ACTION-FOCUSED CONFERENCE FOR THE OUTDOOR EVENTS INDUSTRY, HOSTED BY VISION: 2025 AT THE SHOWMAN'S SHOW.

Presenting the latest research tools and knowledge to bring outdoor event organisers, suppliers, local authorities and experts together, the summit will drive collaborative resource development, industry standards, best practice and innovation that will inspire and shape the industry response to the climate emergency at UK events.

To support the aim of helping organisers find sustainable innovations in their supply chain, we host the Green Supplier Award, in association with the Showman's Show organisers.



OUR AUDIENCE

- Over 200 registered delegates attended SES in 2022
- A workshop session was held with 50 organisations at the forefront of sustainability in the events sector
- Vision: 2025 has over 100 festival members directly engaged in the Festival Pledge
- Vision: 2025's monthly newsletter is sent to over 3,700 outdoor event organisers and professionals (with an average open rate of 38%+)
- Significant trade media profile around the event and social media reach, including the Green Supplier Awards.

WHY BECOME A SPONSOR

SES is an ideal platform to promote your brand to our community of outdoor event professionals and position your sustainable services or products in front of decision makers.

We rely on sponsorship to produce this highly regarded free-to-attend annual event, attended by engaged organisers and production professionals. The workshops and panels share the latest thinking and knowledge to shape improved practices for carbon reduction.

Sponsors receive significant profile and reach through the event and our established communications channels over a period of 3 months



PREVIOUS SPONSORS INCLUDE...

SES is hosted at and supported by The Showman's Show

The Showman's Show is the UK's original and most comprehensive exhibition of products, services and entertainment for the outdoor and special event world. At the easily accessible setting of Newbury Showground, Berkshire, the show attracts an average of 6000 attendees and 350 exhibiting companies. If you organise or supply outdoor events, this show is for you.



ABOUT VISION: 2025



Vision: 2025 is the UK outdoor events industry's steering group for environmental sustainability.

Established as a non-for profit group to promote climate action, through the provision of free-to-access shared knowledge in 2010, it now represents over 1,000 event businesses through industry body stakeholders: Julie's Bicycle, Association of Independent Festivals (AIF), Association of Festival Organisers (AFO), National Outdoor Events Association (NOEA), Without Walls, South Coast Events Forum (SCEF), the Event Industry Forum (EIF), Production Service Association (PSA) and Festival Republic.

SPONSOR PACKAGES

Title Sponsor

SES has one 'naming partner'. This gives branding in all promotional material during the build-up and during SES. This includes branding on the Vision: 2025 website, monthly newsletters and all trade event advertising. Inclusion in all pre- and post- event news releases, prominent branding at the event, two invitations to the networking lunch with Vision: 2025 organisers and Steering Group, opportunity to shape a panel content, a Vision 2025 Super Green Supplier Directory listing (worth £575) – and we'll make you feel special on the day.

Price £2,500



Headline Sponsors

Branding on the Vision: 2025 Website, inclusion in all promotional SES new stories in monthly newsletters, prominent branding at the event, two invitations to the networking lunch with Vision: 2025 organisers and Steering Group and a Super Green Supplier Director listing (worth £575)..

Price £1,500



SPONSOR PACKAGES

Panel Sponsors (three)

Branding on the screens throughout a panel discussion or workshop session, all signage and screen within the venue, branding on promotional materials, Green Supplier Director listing (worth £175).

Price: £1,000

Lunch Sponsor

Our lunch package comes at no cash cost - you simply provide lunch for up to 100 selected (pre-registered and vetted) event organisers and industry leaders, with the opportunity to speak to the room about your food provenance and service. Note, we only accept exceptional standards of sustainable catering served on reusables.

Conference Supporters

Enjoy high visibility and reach with a logo on all key promotional materials and at the event; screens and conference venue signage.

Price: £250

Media partners



GET IN TOUCH

We're open to ideas – talk to us about what you have to offer, and what you need.

Our mission is to inspire action on climate; an important part of this is connecting event organiser with sustainable solutions, and the Showmans Show is *the* place to do this.

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