

SPONSORSHIP

PROFESSIONAL
LIVERPOOL





CHANGE FOR THE BETTER.

**BE A PART
OF IT.**

Professional Liverpool is a hugely respected organisation; an organisation that is contributing massively to the Liverpool City Region's growth, evolution, ambition and success. And when this region succeeds, so do its businesses. And vice versa.

People see Professional Liverpool and its members as the change facilitators, empowering and enabling innovation, entrepreneurial thinking and commercial savviness.

And we do that through our own expertise and through the incredible talent, experience and strategic vision of our members.

With this comes unique sponsorship opportunities. Positioning you as a key player within this hub of activity, throughout our events, our networking, our knowledge transfer, our communications, our best practice sessions and key opinion leaders speaker slots.

Working with Professional Liverpool, you become key drivers in this city region's evolution. Our influence within the city region is strong, and growing stronger. We have a seat at the table with all key stakeholders – Growth Platform, LCR Combined Authority, LCC and other local authorities. Our opinion is welcomed, valued and valid. So, we can represent our members, bring their talent and expertise in and together we can all shape the future of this fantastic city region we work in.



Being a sponsor of Professional Liverpool gives your business access to a community of like minded, ambitious, experts who get things done.

Be more than just a name on a banner. For those who share our ambitions, our beliefs and our desire to change for the better, there is no better organisation to be a part of.

FIND THE RIGHT SPONSORSHIP PACKAGE FOR YOUR BUSINESS

We have a variety of sponsorship opportunities – from our renowned headline networking events, targeted newsletters and thought leadership sessions through to becoming an annual corporate partner.

HEADLINE EVENTS

Our headline events are the foundation on which each membership year is built on. They are very popular, established events with a great reputation within the LCR professional community.

- Cannes Do (March) – 500 guests
- Chester Races (May) – 150 guests
- Summer Social (July) – 100 guests
- PL Quiz (September/October) – 100 guests
- AGM & Members Lunch (November) – 200 guests

There are various sponsorship opportunities within each of these events. Contact us to see how you can best take advantage of access to these large, engaged audiences and for further information about the packages we have available.

REGION OF THE FUTURE

Our high profile thought leadership series, Region of the Future, brings together 50-100 senior delegates from across the LCR. Each session features a panel of key leaders and industry experts discussing the future of the city and the impact on business.

There are 4 events per year and sponsorship is available per event or as a whole series.

FROM £1,000 + VAT per event



LEADHERE

Our young professionals accelerator programme, LeadHere, is launching in Autumn 2022. There are opportunities for module sponsorship and a sole programme partner to help reach the brightest, keenest young minds within the LCR professional community. The sponsors would have their brands across this high-profile programme, which is aimed at developing and retaining professional talent in the City Region.

MODULE SPONSORSHIP £500 + VAT

PROGRAMME PARTNERSHIP £10,000 + VAT

NEWSLETTERS

The Professional Liverpool fortnightly e-newsletter has a circulation of 20,000 professionals and includes details of forthcoming events, member news and member offers.

There is an opportunity to become the newsletter sponsor and have your branding appear prominently at the top of each email.

We are also in the position to send out one-off mailshots that can be individually sponsored.

NEWSLETTERS FROM £250 + VAT per newsletter

MAILSHOT FROM £500 + VAT per mailshot



BESPOKE EVENTS

With our expertise in event hosting, we are in the unique position to be able to offer the co-creation of bespoke events for our member audience.

This is a great way for you to reach the member audience and speak to them directly, whilst also being positioned as supporting the LCR professional community, through providing a networking and learning opportunity.

FROM £300 + VAT per event (virtual)

FROM £750 + VAT per event (in person)

CORPORATE SPONSORSHIP

We are looking to appoint a Corporate Sponsor on an annual contract. The package would be bespoke, and provide your business with multiple opportunities to engage with our audience, and promote your company and services.

This opportunity is available to organisations that act as a supplier into the professions that we represent. If you feel this would be a good fit for your business, get in touch with the team.

To find out more about any of these opportunities, contact us for further information.

PROFESSIONAL LIVERPOOL

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