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# Sponsorship opportunities

Be part of a global brand that strives for excellence

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# About the Institution of Civil Engineers

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The Institution of Civil Engineers (ICE) is a professional membership body with more than 95,000 members in more than 150 countries that government and industry listen to.

ICE awards professional qualifications that set the industry standard, leads the thinking around infrastructure and the built environment and provides an unmatched level of training, knowledge and thinking.

Membership of ICE sets professionals apart through recognition and status, providing access to life-long learning resources and networks.

## Geographically targeted

ICE East Midlands represents and supports around 3,500 members living and working in the region. We work to develop and qualify professionals engaged in civil engineering in the East Midlands. We also encourage knowledge sharing and best practice for the creation of a sustainable built environment.

Partnering with ICE East Midlands gives you an unparalleled opportunity to promote your company and achievements to the students and graduates, senior employees, decision makers and influencers, and raise the profile of civil engineering.

## Benefits of sponsorship

- Enhance your brand and increase visibility – through association with ICE's reputation, authority and excellence within the engineering profession

- Get guidance, support and advice – from an experienced and professional support team
- Promote your company – through our extensive marketing campaigns to support events which include eNews, website and social media channels
- Generate new business leads – by reaching your target audience of key decision makers, budget holders and opinion formers

## Our customer service pledge

- We work closely with each client to tailor an event you sponsor to your business and marketing priorities
- We aim to exceed your expectations by ensuring you receive excellent customer service every step of the way
- We are committed to continually achieving high standards and client satisfaction



# Sponsorship packages\*

## Annual dinners and awards

<b>Headline sponsor package</b> Investment level £3,500
<b>Digital award ceremony sponsor package</b> Investment level £2,500
<b>Reception sponsor package</b> Investment level £1,500
<b>Single category sponsor package</b> Investment level £1,000

## Thought leadership seminar

Face-to-face event	Headline sponsor package	£2,000
	Associate sponsor package	£250
Digital event	Headline sponsor package	£2,000

Other sponsorship opportunities may be available. Please contact ICE East Midlands for more details.

All prices exclude VAT



Photo credit: Tom Hampson, Visual Eye

# Annual dinners and awards package details

Benefits	Headline sponsor package	Digital award ceremony sponsor package	Reception sponsor package	Single category sponsor package
<b>Brand awareness</b>				
Branding on marketing and publicity material (pre, during and after event)	✓	✓	X	X
Mention in news releases and features (ICE online and other media outlets)	✓	✓	✓	✓
Branding around specific award category	X	X	X	✓
Profile in event brochure (where applicable)*	Full page	n/a	Half page	Quarter page
Promotion via ICE social media channels	✓	✓	✓	✓
<b>Networking</b>				
Number of complimentary seats at event	6	n/a	2	2
Premium positioning & access all areas	✓	n/a	✓	✓
Presentation of award in one category	✓	X	X	✓
Meet & greet reception guests	X	n/a	✓	X
Personalised guest introductions (upon request)	✓	n/a	✓	✓
Marketing collateral on tables/stands (upon request and agreement with organisers)	✓	n/a	✓	✓
Sponsorship value	£3,500	£2,500	£1,500	£1,000

\* The publication of a brochure is discretionary and may be subject to change, depending on event logistics.



Photo credit: Tom Hampson, Visual Eye

# Thought leadership seminar package

Benefits	Face-to-face event		Benefits	Digital event
	Headline sponsor package	Associate sponsor package		Headline sponsor package
Exhibition space	✓	✓	Exclusive branding on marketing and publicity material (pre, during and after event)	✓
Delegate passes	6	1	Mention in news releases and features (ICE online and other media outlets)	✓
Branding on event marketing, PR and social media channels (pre, during and after event)	✓	X	Promotion via ICE social media channels	✓
Presence of logo on-day signage	✓	X	Speaking opportunity	✓
Insert distribution in delegate pack	A4	A4	N/A	X
Sponsorship value	£2,000	£250	Sponsorship value	£2,000





# Our audience in East Midlands

ICE website - events homepage  
Receives

**150,000+**  
unique visitors every month

E-newsletter

Distributed via email twice every month to

**3,500+**  
members

Twitter

Reach

**2,400+**  
followers

Direct email

Engage with

**3,500+**  
members

LinkedIn

Connect with

**4,200+**  
followers





Photo credit: Piers Allardyce

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# Be amongst the best

ICE events attract senior-level guests from among the biggest brand names in civil engineering and the UK's leading infrastructure clients.



# ATKINS

*Dynamic Objects*



### To get involved or for more information

If you would like to know more about sponsorship and to discuss bespoke options available to you, contact Jo Barnett, Regional Director ICE East and West Midlands:

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W: [ice.org.uk](http://ice.org.uk)

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