

### Option 1: Gold Sponsorship. Price: £5,000 + VAT per annum

Title sponsorship which funds the overall delivery of the Directors Forum throughout the year. Perks include extensive brand awareness, press coverage, the ability to influence event planning and speaking opportunities.

#### Events

- Sponsorship of all events
- Free tickets to events for staff (capped at 3)
- Opportunity to speak at all events - introduce speakers, topics etc

#### Planning

- Opportunity to input into planning of annual event schedule and on guest lists
- Opportunity to be the headline speaker at one event per year on a theme of their choice
- Quarterly meetings with Chamber staff

#### Brand Awareness

##### During events

- Pop-up banners at events
- Thank you from event host
- Logos on name tags and other event collateral
- Event invites

##### Post event promo

- Press release with option to add quote
- Social media posts on Chamber to Chamber's 9,000 followers

##### Ongoing promo

- Annual event schedule
- Monthly Directors Forum newsletter with opportunity to add content
- Directors Forum LinkedIn group cover image
- Directors Forum podcast
- Social media posts
- Chamber blog posts about Directors Forum
- Logo on Directors Forum webpage on Chamber website with recognition as title sponsor.



### Option 2: Silver Sponsorship. Price: £3,000 + VAT per annum

Silver sponsorship gives your business coverage at each of our six Directors Forum events throughout the year and in subsequent media and social media coverage. Your staff will also receive free access to all events.

#### Events

- Sponsorship of all events
- Free tickets to events for staff (capped at 2)
- 2 x speaking opportunities per year at an event of your choice

#### Brand awareness

##### During events

- Pop-up banners at events
- Thank you from event host
- Logos on name tags and other event collateral
- Event invites

##### Post event promo

- Press release
- Social media posts to Chamber's 9,000 followers
- Logo on Directors Forum webpage on Chamber website

### Option 3: Event Sponsorship. Price: £600 + VAT

Aimed at businesses looking for a one-off promotional opportunity, Event Sponsorship gives you the ability to promote your businesses to local business leaders, with extensive brand awareness prior to, during and after the event.

#### Events

- Sponsorship of event
- Free tickets to event for staff (capped at 2)
- Opportunity to speak at event

#### Brand awareness

##### During events

- Pop-up banners at event
- Thank you from event host
- Logos on name tags and other event collateral
- Event invites

##### Post event promo

- Press release
- Social media posts to Chamber's 9,000 followers



Below you'll find the full Directors Forum 2025 event programme...

### **Business Regeneration - The Langdale Chase, Windermere – 27th March**

Kicking off the programme this year, we'll explore the theme of 'business regeneration' at the Langdale Chase Hotel, with lunch, a presentation and tour from Sharon Brook.

### **Manufacturing - McMenon, Workington – 7th May**

Join us for a tour at McMenon! CEO Anand Puthran, will discuss challenges and opportunities shaping the future of Cumbria/UK manufacturing, particularly from an international trade perspective.

### **Summer Social - Tullie House, Carlisle – 19th June**

Our summer networking event will be a celebration of the close link between culture and business in Cumbria, with guest speaker Sam Hunt.

### **Golf Day - Silloth Golf Club, Silloth – 18th September**

Silloth Golf Club is one of the finest links golf courses in the world and has been rated as the number one course in Britain for under £100. Join us for a round of golf - breakfast and lunch included. All ability levels welcome!

### **Health & Wellbeing - Hidden River Cafe, Longtown – 23rd October**

How does what you eat affect your performance as a business leader? Nutritionist, Jackie Wilkinson, will share her expertise on how diet can transform your life and business performance, followed by health-inspired three course meal.

### **Leadership - Muncaster Castle, Ravenglass – 21st November**

What can business leaders learn about leadership from the Armed Forces? Join us for lunch and a talk from Teresa Griffiths CBE ARRC.

