

**SHOWCASE
SHEFFIELD
SPONSORSHIP
OPPORTUNITIES
2025**



**SHOWCASE
Sheffield
B2B EXHIBITION**

26th March 2025 | Canon Medical Arena, Sheffield



**Sheffield
Chamber of
Commerce**

**Let's talk about
your business.**





SHOWCASE SHEFFIELD 2025

A vibrant new exhibition bringing together Sheffield's thriving business community to celebrate and showcase the very best the city has to offer.

This isn't just another expo—it's a celebration of Sheffield's progress, talent, and potential. Join us for an inspiring day filled with opportunities to connect, innovate, and collaborate in the heart of our city.

Whether you're an entrepreneur, a small business, or an industry leader, this event offers an unmatched platform to make meaningful connections and help shape the future of Sheffield's economy.

Highlights to Look Forward To:

- **Networking:** Meet and connect with industry peers, clients, suppliers, and partners to grow your network and unlock new opportunities.
- **Product Demonstrations:** Experience live demos and hands-on sessions with innovative products and solutions.
- **Learning Opportunities:** Gain insights from expert-led workshops and panel discussions centred on Innovation, Collaboration, and Industry.
- **Lead Generation:** Meet potential clients, boost your brand's visibility, and discover new vendors or solutions.
- **Collaboration:** Forge lasting partnerships and alliances with like-minded businesses.

Be part of the movement shaping Sheffield's future—when we work together, the possibilities are endless.





WHY SPONSOR

Showcase Sheffield 2025 offers a unique opportunity to place your brand at the heart of the city's vibrant business community.

As a sponsor, you'll gain invaluable exposure to a highly engaged and diverse audience, including business leaders, decision-makers, and innovative entrepreneurs. Sponsoring this event not only raises your profile but also demonstrates your commitment to supporting local growth and Sheffield's dynamic business ecosystem.

Key Benefits of Sponsorship:

- **Brand Visibility:** Your logo and branding will feature prominently across all event materials, both online and offline, ensuring maximum exposure.
- **Targeted Outreach:** Build connections with key decision-makers, influencers, and potential clients who are actively seeking new opportunities.
- **Community Engagement:** Align your brand with an event that celebrates Sheffield's success and innovation, highlighting your support for the local community.
- **Flexible Packages:** Choose from a variety of sponsorship options tailored to suit your business needs and budget.

With over 300 attendees expected, this is your chance to make a lasting impact and position your business as a leader in Sheffield's exciting future. The possibilities are endless.





HEADLINE SPONSOR

Cost: £5,000+VAT

Position your brand as the cornerstone of Showcase Sheffield 2025 with our exclusive Headline Sponsorship.

As Headline Sponsor, your company will enjoy top-tier visibility across all event channels, including promotional materials, digital platforms, and media coverage. This package also includes the unique opportunity to deliver a keynote presentation, reinforcing your leadership within Sheffield's business community.

Benefits of Headline Sponsorship:

- **Exclusive Branding:** Your logo will feature prominently across all event materials and communications.
- **Keynote Opportunity:** Deliver a presentation or speech to share your insights and influence attendees.
- **Media Coverage:** Gain exposure through press releases, social media, and local media campaigns.
- **Premium Networking Access:** Engage directly with key decision-makers and VIP attendees.

As a Headline Sponsor, your business will be celebrated as a driving force in Sheffield's progress, ensuring unparalleled exposure and valuable opportunities for collaboration.





INNOVATION SPONSOR

Cost: £2,000+VAT

Champion Sheffield's future by becoming the Innovation Sponsor. This package positions your business at the forefront of progress, associating your brand with creativity and forward-thinking.

Benefits of Innovation Sponsorship:

- **Brand Alignment:** Showcase your commitment to fostering innovation and cutting-edge ideas.
- **Targeted Visibility:** Reach an audience of entrepreneurs, start-ups, and tech leaders.
- **Prominent Placement:** Your logo will feature across event branding and materials.
- **Networking Opportunities:** Engage with key decision-makers and collaborators.

Aligning your business with innovation will solidify your position as a leader in shaping Sheffield's business landscape.





INDUSTRY SPONSOR

Cost: £2,000+VAT

Position your brand as a leader in Sheffield's business community with the Industry Sponsor package. Showcase your expertise and demonstrate your dedication to supporting industry growth.

Benefits of Industry Sponsorship:

- **Industry Leadership:** Highlight your expertise and credibility within your field.
- **Enhanced Visibility:** Gain strong recognition through event branding and materials.
- **Direct Engagement:** Build connections with industry professionals and decision-makers.

As an Industry Sponsor, your company will play a vital role in driving growth and innovation across Sheffield's economy.





COLLABORATION SPONSOR

Cost: £2,000+VAT

Celebrate the power of partnerships as our Collaboration Sponsor. This package links your brand with fostering meaningful connections within Sheffield's dynamic business community.

Benefits of Collaboration Sponsorship:

- **Community Engagement:** Highlight your commitment to building partnerships.
- **Diverse Reach:** Connect with businesses ranging from start-ups to established organisations.
- **Prominent Branding:** Gain visibility across event materials and promotions.

Aligning your business with collaboration will enhance your reputation as a trusted partner in Sheffield's business ecosystem.





BUSINESS LOUNGE SPONSOR

Cost: £1,500+VAT

As the Business Lounge Sponsor, your brand will be at the centre of networking and collaboration. Create a comfortable space where attendees can connect and share ideas.

Benefits of Business Lounge Sponsorship:

- **Exclusive Branding:** Showcase your brand in a key networking hub.
- **Facilitate Connections:** Play a vital role in fostering meaningful interactions.
- **Direct Engagement:** Gain visibility with a high-calibre audience.

Position your company as a champion of collaboration and business excellence.





EXHIBITOR BREAKFAST SPONSOR

Cost: £1,500+VAT

Make a memorable first impression as the Exhibitor Breakfast Sponsor. Start the day with your brand at the forefront, engaging directly with exhibitors and key attendees.

Benefits of Exhibitor Breakfast Sponsorship:

- **Prime Exposure:** Position your brand as the day begins.
- **Direct Engagement:** Network in an informal and relaxed setting.
- **Positive Association:** Align your brand with a successful and energising event.

Your sponsorship sets the tone for the day, providing unparalleled visibility and opportunities to connect.





SPONSORSHIP COMPARISON

Brand Exposure

Credits in marketing, advertising and promotional activity generated for the event highlighting your company as a sponsor
Company logo, profile and website link featured on the Showcase Sheffield website listed as a sponsor
Company logo featured on the Sheffield Chambers website listed as a sponsor
Personalised marketing packs to demonstrate involvement with the event
Recognition of sponsorship in the pre-and post-editorial and local press
Electronic copy of delegate list post-event for follow up communications (GDPR compliant)
Opportunity to deliver guest speaker presentation*
Company logo featured on all event promotional materials used across web, social and email activity

Event Exposure

Entrance to exclusive complimentary breakfast for sponsors and exhibitors
3x2 metre stand in a prominent position at the exhibition. Table cloth and electricity included.
Distribution of marketing material in goody bags (given to all attendees)
Sponsor acknowledgment during the conference
Company logo and speaker profile* included in event day programme given to every delegate and exhibitor
Opportunity to display pull-up banners during the event
Company logo shown on screens around the venue during the event

Headline Sponsor

Associate Sponsors

Business Lounge Sponsor

Exhibitor Breakfast Sponsor

LOGO ONLY

LOGO ONLY

LOUNGE ONLY

LOGO ONLY

BREAKFAST ONLY

* Topic to be discussed and agreed with event organisers

MARKETING STATISTICS AND REACH

** Data based on 12 month average*

Website

WWW.SCCI.ORG.UK

22,000+

AVG. VIEWS PER
MONTH
ACROSS WEBSITE

7,500+

AVG. USERS PER
MONTH
ACROSS WEBSITE

2,300+

AVG. USERS PER
MONTH
ACROSS NEWS PAGES

2,200+

AVG. USERS PER
MONTH
ACROSS EVENT PAGES

Email Marketing

SHEFFIELD CHAMBER OF COMMERCE

3,200+

SUBSCRIBERS

We regularly send email marketing campaigns to an extensive database of over 3,200 business contacts. This database includes both Sheffield Chamber members and non-members, spanning a wide range of sectors.

Social Media

SHEFFIELD CHAMBER OF COMMERCE

9,740+

FOLLOWERS ACROSS LINKEDIN

14,700+

FOLLOWERS ACROSS X
(FORMALLY TWITTER)

CONTACT US TODAY

If you're looking to elevate your brand and connect with Sheffield's thriving business community, we'd love to hear from you! Get in touch to explore the exciting sponsorship opportunities available at Showcase Sheffield 2025 and discover how your business can take centre stage at this prestigious event.

To discuss sponsorship opportunities, please contact:



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