

**20
24**

WORK WITH US

SPONSORSHIP PROPOSAL.

PREPARED BY

**THE INSTITUTE OF
LEADERSHIP.**



Inspiring great leadership. Everywhere.



THE INSTITUTE OF
LEADERSHIP

ABOUT THE INSTITUTE.



Unlocking the potential in the leaders of today and tomorrow.

The Institute of Leadership is the professional membership body for an active, international community of leaders, managers, coaches, and mentors.

We create world-class tools, deliver award-winning e-learning and undertake practical research to help unlock individual leadership potential.

We're proud to have built a community of over 52,000 leaders and managers worldwide, with over 32,000 members.

We support our members to deliver great leadership everywhere.

- A community of over **52,000**
- **50,000** website views per month
- **1 in 4** members are **Senior Leaders**
- **12,000** copies of **EDGE Journal** distributed
- **Over 75** years of supporting leaders



ABOUT THE INSTITUTE.



THE INSTITUTE'S PARTNER PHILOSOPHY.

Genuine partnerships.

We think beyond transactional branding opportunities and want to build mutually beneficial relationships that create real value for our members, their people, and our partners.

Long-term, not quarter-to-quarter.

This event is just the beginning of a new chapter for The Institute. If we build the right relationship together from the start, our partnership will continue to deliver value over the long term.

Co-development of services.

We want to develop bespoke service offerings that The Institute can introduce to its members which in turn can trickle down to reach thousands of businesses and sectors.

Partners get exclusive access to sponsorship opportunities to future events (including Leadership Live 2024 and The Leadership Awards 2024)

BECOME A PARTNER.

Sector leadership.

Position yourself as the go-to supplier for great leaders.

Build relationships.

Our desire is to build long-term, mutually beneficial relationships. By partnering with us you can gain access to and build meaningful relationships with individuals ready to try something new.

Brand building.

Unique opportunities to get your brand in front of members from a wide range of sectors.

Generate opportunities.

We offer a unique reach into UK businesses, who touch hundreds of thousands of employees. We can help you unlock new opportunities, improve your reach and expand your network in new sectors.

But don't take it from us, hear from one of our partners.

[**CLICK HERE.**](#)



ABOUT FLAGSHIP EVENTS.



Our annual flagship events are not only designed to educate and celebrate our members and leadership community, but also to ensure that our sponsors get the most out of their partnerships. As a sponsor, you will have the opportunity to engage with a diverse audience, from young professionals to seasoned fellows, and make valuable connections with our community.

LEADERSHIP LIVE CONFERENCE.

Tuesday 18th June 2024
Hilton Deansgate, Manchester.

The unmissable conference that puts the leadership agenda on centre stage. With keynote speakers and a live panel discussion the afternoon invites delegates to workshop sessions and a networking evening.



ANNUAL CELEBRATION.

Thursday 26th September 2024
House of Commons, London.

An unforgettable evening at the prestigious Annual Members Reception. This exclusive event promises an evening of networking and inspiration for our members.



THE LEADERSHIP AWARDS.

Friday 15th November 2024
Hilton Bankside, London.

Celebrating the remarkable individuals who embody the true essence of inspiring leadership across all levels. Shining a light on the visionary organisations and individuals within the leadership community.



SPONSORSHIP PROPOSAL.

Our sponsorship proposals are based on a 12 month contract and sit within gold, silver and bronze tiers.



WORKING WITH THE INSTITUTE.			
2x individual memberships for The Institute of Leadership	✓	✓	✓
1 page advertisement in Edge Magazine	✓		
Member webinar hosting	✓		
1 blog article for The Institutes website	✓		
INTERNATIONAL LEADERSHIP WEEK.			
Your branding across our event website	✓	✓	✓
Premium listing for partner events	✓	✓	✓
LEADERSHIP LIVE.			
Your branding across our event website	✓	✓	✓
Your branding across social media assets	✓	✓	✓
Recognition via the host at the event	✓		
Your branding on all digital screens at the event	✓	✓	✓
A stand in the exhibition area and display a banner at the venue	✓	✓	
Official headline sponsor Leadership Live OR Leadership Awards	✓		
2x staff tickets	✓	✓	✓
2x additional staff tickets	✓		
HOUSE OF COMMONS CELEBRATION.			
Your branding featured across the event webpage	✓	✓	✓
Your branding featured across digital screens at the venue	✓	✓	✓
Display a banner at the venue	✓		
2x staff tickets	✓	✓	✓
2x additional staff tickets	✓		

SPONSORSHIP PROPOSAL.



THE LEADERSHIP AWARDS.

Your branding featured across all social media activity	✓	✓	✓
Your branding featured on event website	✓	✓	✓
Your branding featured on digital screens at the event	✓	✓	✓
Your branding featured in the event brochure	✓	✓	✓
Your branding featured on photo backdrop	✓	✓	✓
Your branding across the post event showreel	✓	✓	
Your company branding on invitations to send to your guests	✓	✓	
Be part of the judging panel	✓		
Present an award on the night of the event	✓		
Recognition via the host at the event	✓		
Official headline sponsor Leadership Live OR Leadership Awards	✓		
1 minute sponsor video played to guests	✓		
Display a banner at the venue	✓		
2x staff tickets			✓
Table of 10 at The Leadership Awards	✓	✓	
GRAND TOTAL.	£15,000	£10,000	£6,000

Let's inspire great leadership. Together.

**20
24**

THANK YOU.

LET'S TALK.

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