

Cultural Enterprises
Conference & Trade Show
ACC Liverpool | March 2025

Sponsorship **Packages**

#SustainingCulture





Cultural Enterprises Conference

Liverpool | 12-13 March 2025

We are delighted to be welcoming our community to join us in Liverpool in 2025 at our showcase event of the year. The **Cultural Enterprises Conference and Trade Show** is the number one destination for commercial teams working within and supporting the cultural sector. If you would like to learn more about the work that we do and how to get involved, please get in touch.

About the Conference // 03

A unique opportunity to grow your business within the arts, cultural and heritage sector.

A Targeted Audience // 04

Connect with key decision makers looking to grow income at their venue and enhance visitor experience.

Sponsorship Packages // 07

A range of opportunities for you to engage with attendees, with options to suit all budgets and requirements.

Get in Touch // 13

Contact us for a conversation to see how we can help you achieve your business goals.



A unique opportunity to grow your business

90% of this year's attendees said they would recommend the Conference



The annual Cultural Enterprises Conference is well established as an unmissable networking and training event in the field of cultural income generation.

- The only event that brings together learning and experience from all types and sizes of arts and heritage venues, attracting buyers and **decision makers** across all areas of revenue generation
- Targeted audience offering unrivalled **networking** opportunities to showcase your business and develop your customer base
- Inspirational **Trade Show** featuring design-led retail product, consultancy and solutions for sustainable income generation

Supporting the Sector

The **Cultural Enterprises Conference** is widely recognised as the most significant event in the calendar for anyone working in income generation within the cultural sector.

By sponsoring this showcase event, you will raise your own profile and you will be directly supporting us to embed **commercial best practice and drive growth and sustainability** across the sector – something that is essential to the future success of cultural organisations.

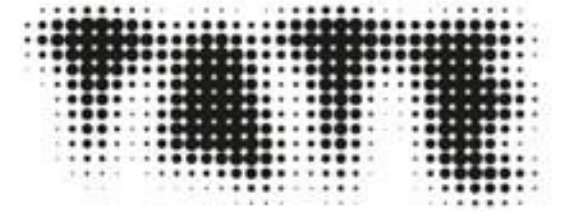
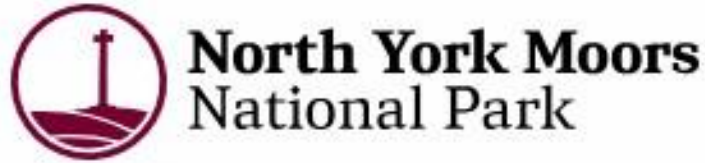


Your gateway to hundreds of organisations in a valued sector



The Conference is attended by over 400 professionals from all types of arts, cultural and heritage venues in the UK and overseas.

- Museums, galleries, theatres, libraries, cathedrals, gardens and historic houses as well as national organisations such as English Heritage, National Trust, Historic Environment Scotland and Cadw
- Meet key decision makers working in ecommerce, visitor experience, retail, venue hire, publishing, licensing, image libraries, front of house, catering and more



Sponsorship Packages

A range of sponsorship options are available to suit your budget and needs. Select an option from our menu or talk to us about creating a bespoke package tailored to your objectives.

All packages include:

- Your logo on Conference app, website and in event comms
- Your logo on holding slides before Conference sessions
- Your logo on digital signage throughout the venue
- Acknowledgement in Chair's Welcome on Conference Day 1



SOLD

Gold Sponsor

Exclusive opportunity

£6,500 +VAT



Included with this package:

- Your logo in a prominent position on the Conference website and app; on holding slides across all four stages during the event and on digital signage throughout the venue; and on all Conference comms to our database of 6,500+ sector contacts.
- Complimentary Trade Show stand (position and size dependent on availability), including two exhibitor team places
- Two further exhibitor team places including social events
- Tailored mailshot sent to all delegates ahead of the event
- Placement on the Sponsors section of the event app along with premium placement in the Trade Show section and a virtual trade stand
- Recognition as Headline Sponsor during opening and closing addresses by the Chair/Chief Executive, acknowledging your support for both the Conference and the cultural sector
- Film slot (max 90 seconds) to display your work to delegates, repeated across all stages on both days of the Conference and played on the Conference app
- 30-minute speaker slot in Conference programme (timing and stage to be decided by Head of Events, and content in agreement with Head of Events).



Silver Sponsor

£5,000 +VAT

Max number of Silver Sponsors: Two



Included with this package:

- Your logo in a prominent position on the Conference website and app; on holding slides across all stages during the event and on digital signage throughout the venue; and on all Conference comms to our database of 6,500+ sector contacts.
- Complimentary Trade Show stand (position and size dependent on availability), including two exhibitor team places
- Two further exhibitor team places including social events
- Tailored mailshot sent to all delegates ahead of the event
- Placement on the Sponsors section of the event app along with premium placement in the Trade Show section and a virtual trade stand
- Recognition as a Conference Sponsor during opening and closing addresses by the Chair/Chief Executive, acknowledging your support for both the Conference and the cultural sector
- Film slot (max 90 seconds) to display your work to delegates, repeated across all stages on both days of the Conference and played on the Conference app



Bronze Sponsor

£3,000 +VAT

Max number of Bronze Sponsors: Four



Included with this package:

- Your logo in a prominent position on the Conference website and app; on holding slides across all stages during the event and on digital signage throughout the venue; and on all Conference comms to our database of 6,500+ sector contacts.
- Attendance for two representatives from your organisation, including social events
- Placement on the Sponsors section of the event app along with premium placement in the Trade Show section and a virtual trade stand
- Recognition as a Conference Sponsor during opening and closing addresses by the Chair/Chief Executive, acknowledging your support for both the Conference and the cultural sector

PLUS, choose from one of the two following options:

- Film slot (max 90 seconds) to display your work to delegates, repeated across all stages on both days of the Conference and played on the Conference app
- Your organisation logo exclusively on 450-500 delegate badges and lanyards



Awards Sponsorship

£700 +VAT to sponsor one Award

£1,500 +VAT to sponsor three Awards



The prestigious [Cultural Enterprises Awards](#) are the only awards which focus solely on recognising and celebrating success and innovation in cultural income generation. With 14 categories recognising all areas of commercial activity, the annual Awards offer an inspirational showcase of best practice in our sector.

Included with this package:

- Recognition on the Awards website
- Your logo in all marketing relating to the Awards pre and post event
- Two complimentary tickets for the Awards Party
- Your logo displayed on stage during the Awards presentation
- Your name included when the Award is announced ie “The [*Name of Award*] in association with [*Your Business*]”
- Opportunity to present the winner with the trophy on stage.



Awards Sponsorship

£700 +VAT to sponsor one Award

£1,500 +VAT to sponsor three Awards

- ❖ Best Catering Initiative
- ❖ Best eCommerce Initiative
- ❖ Best Event
- ❖ Best Filming Initiative
- ❖ Best Licensing Initiative
- ❖ Best Publication
- ❖ Best Retail Initiative
- ❖ Best Ticketing Initiative
- ❖ Best Venue Hire Initiative
- ❖ Best Visitor Experience
- ❖ Marketing Campaign of the Year
- ❖ Rising Star
- ❖ Sector Support Partnership of the Year
- ❖ Team of the Year

Find out more at

culturalenterprises.org.uk/awards



Contact Fionnuala O'Donovan, Head of Events
to talk about how we can work together:
fionnuala@culturalenterprises.org.uk

culturalenterprises.org.uk/conference

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