



# Regional sponsorship opportunities at the home of infrastructure



# Be part of a global brand that strives for excellence

**For more than 200 years the ICE has existed to improve lives by ensuring the world has the engineering capacity and infrastructure systems it needs.**

**Sponsorship with the ICE means you'll share the benefits of our highly respected brand and tap into our network, offering you unmatched opportunities within the infrastructure community.**

## Geographically targeted

The ICE has an extensive network of regional offices, branches, committees and partnerships, which help connect an ever growing community of civil engineers and related professionals across the UK. Sponsoring events in ICE regions helps your business get noticed by a wide range of people, leading to more opportunities.

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

## Benefits of sponsorship

- Enhance your brand and increase visibility by aligning with the ICE's reputation for authority and excellence within the engineering profession
- Get support from skilled ICE regional teams to maximise your sponsorship
- Generate new business leads by reaching your target audience of key decision makers, budget holders and opinion formers
- Promote your business through our extensive marketing and promotional campaigns, which include regional and local news releases, email newsletters, website marketing and social media promotion

## 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



# Regional sponsorship packages

The ICE has 12 regions across the UK, each with dedicated volunteers and staff who run networking, knowledge and thought leadership events throughout the year.

Sponsors have a unique chance to partner with the ICE on a range of events, from prestigious awards and conferences to exclusive roundtables and workshops.

For greater impact and savings, multi-region sponsorship packages are available.

To discuss a bespoke package for your specific needs, email us [regionalsponsorship@ice.org.uk](mailto:regionalsponsorship@ice.org.uk)

## ICE Scotland

Supporting members living and working in Scotland.

## ICE Northern Ireland

Supporting members living and working in Northern Ireland.

## ICE North West

Supporting members in Cheshire, Cumbria, Greater Manchester, Merseyside, Lancashire and the Isle of Man.

## ICE West Midlands

Supporting members in Birmingham, the Black Country, Coventry, Herefordshire, Shropshire, Staffordshire, Worcestershire and Warwickshire.

## ICE Wales Cymru

Supporting members living and working in Wales.

## ICE South West

Supporting members in Bristol, Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire, the Channel Islands and the Isles of Scilly.



## ICE North East

Supporting members in Northumberland, Tyne and Wear, Durham and Tees Valley.

## ICE Yorkshire and Humber

Supporting members in Yorkshire, Humber and parts of Lincolnshire.

## ICE East Midlands

Supporting members in Derbyshire, Leicestershire, parts of Lincolnshire, Northamptonshire, Nottinghamshire and Rutland.

## ICE East of England

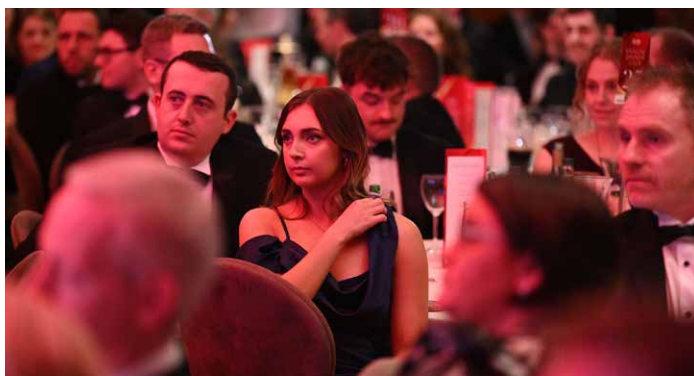
Supporting members in Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Peterborough and Suffolk.

## ICE London

Supporting members living and working in London.

## ICE South East England

Supporting members from Kent across to Hampshire, and the Isle of Wight up to Milton Keynes.



### Annual awards and dinners

Headline sponsor package  
**From £5,000**

Reception sponsor package  
**From £2,000**

Digital award ceremony sponsor package  
**From £2,500**

Single award category sponsor package  
**From £1,500**

### Multi-region headline sponsorship packages

2 regions  
**From £9,000** – save £1,500

3 regions  
**From £13,500** – save £1,500

4 regions  
**From £18,000** – save £2,000

5 regions  
**From £22,500** – save £2,500

6 regions  
**From £27,000** – save £3,000

7 regions  
**From £31,500** – save £3,500

8 regions  
**From £36,000** – save £4,000

9 regions  
**From £40,500** – save £4,500

10 regions  
**From £45,000** – save £5,000

11 regions  
**From £49,000** – save £6,000

All regions  
**From £53,000** – save £7,000

All prices shown exclude VAT.  
The regional award and dinner sponsorship offer may differ slightly in each region.



# Annual awards and dinner package details

## Brand awareness

	Headline sponsor package	Digital award ceremony sponsor package	Reception sponsor package	Single category sponsor package
Branding on marketing and publicity material (pre, during and after event)	✓	✓	✓	✓
Mention in news releases and features (ICE online and other media outlets)	✓	✓	✓	✓
Branding around specific award category	✓	X	X	✓
Profile in event brochure (where applicable)*	Full page	n/a	Half page	Quarter page
Promotion via ICE social media channels	✓	✓	✓	✓

## Networking

Number of complimentary seats at event	A table	n/a	2	2
Premium positioning and access all areas	✓	n/a	✓	✓
Presentation of award in one category	✓	✓	X	✓
Meet and greet reception guests	✓	n/a	✓	X
Personalised guest introductions (upon request)	✓	n/a	✓	✓
Marketing collateral on tables/stands (upon request and agreement with organisers)	✓	X	✓	✓
<b>Sponsorship value</b>	<b>£5,000</b>	<b>£2,500</b>	<b>£2,000</b>	<b>£1,500</b>





# Other sponsorship opportunities

## Regional face-to-face events – prices starting from:

Knowledge and CPD event <b>£250</b> – Capacity estimate: 30+	Panel debate <b>£1,000</b> – Capacity estimate: 50+
Professional workshop <b>£250</b> – Capacity estimate: 30+	Expert roundtable <b>£1,000</b> – Capacity estimate: 15+
Networking event <b>£1,000</b> – Capacity estimate: 30+	Conferences Price on application Capacity estimate: 100+

## Regional digital events – prices starting from:

Knowledge and CPD event <b>(Webinars/ Lunch and Learn) £200</b> Capacity estimate: 50+	Virtual panel debate <b>£500</b> – Capacity estimate: 50+
Virtual professional workshop <b>£250</b> – Capacity estimate: 30+	Virtual expert roundtable <b>£500</b> – Capacity estimate: 50+

All prices shown exclude VAT.

# Our audience



105,000+

Page views a month to the events section of the ICE website



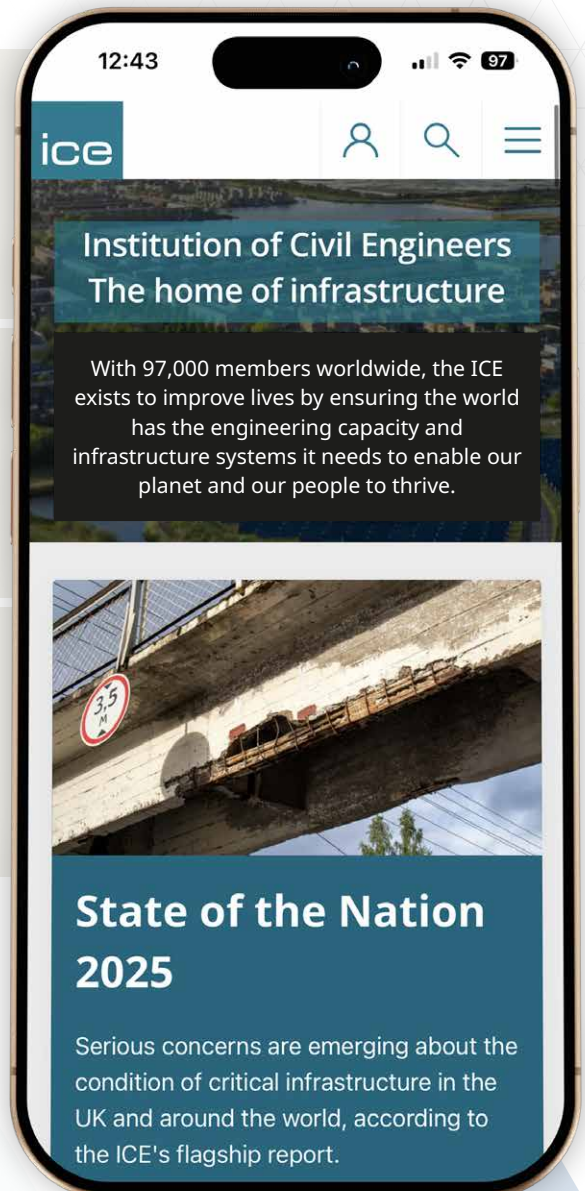
60,000+

Monthly audience for regionally targeted newsletters



294,000+

LinkedIn followers





### About the ICE

The Institution of Civil Engineers (ICE) is a 97,000-strong global membership organisation with more than 200 years of history. It is a centre of engineering excellence, qualifying engineers and helping them to maintain lifelong competence, assuring society that the infrastructure they create is safe, dependable and well designed. Its network of experts offers trusted, impartial advice to politicians and decision-makers on how to build and adapt infrastructure to create a more sustainable world.

**If you would like to know more about sponsorship and discuss the bespoke options available to you, please contact a member of the regional support team.**

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