



Sponsorship & Marketing Opportunities 2023

To: Flood & Water Live 2023 Exhibitors

25 January 2023

ADA is delighted to announce a range of sponsorship and marketing opportunities available to Flood & Water Live 2023 Exhibitors. We invite you to showcase your organisation through one of our sponsorship packages and enjoy the benefits of:

- ✓ Maximising your brand exposure
- ✓ Strengthening your position and credibility in the marketplace
- ✓ Being aligned as an ADA event partner
- ✓ Demonstrating expertise and being recognised as part of the solution
- ✓ Attracting new customers and engaging with existing ones
- ✓ Being part of event publicity and promotion as part of ADA's communications plan

Have a browse through the various packages on offer to see what best suits the needs of your organisation.

Contact Us

To register your interest in sponsorship at Flood & Water Live 2023 or to book one of the packages, please contact Heather Bailey, Marketing & Events Officer, as below. Alternatively, if you cannot find a suitable package or you have another idea for sponsorship, we would be delighted to discuss your exact requirements and create a bespoke solution. Please contact Heather on heather.bailey@ada.org.uk or 07973 512137.



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Flood & Water Live 2023 – Carrington, Lincolnshire - 5-6 July 2023

[Flood & Water Live 2023](#) is a working demonstration and two-day event for the water level and flood risk management sector which is taking place in partnership with Dyson Farming Ltd and Witham 4th Internal Drainage Board. Over 60 exhibitors are planned for this event which expects to showcase the UK's largest display of engineering equipment, products and services for the sector, attracting an estimated 1000 visitors a day.

The last live demonstration hosted by ADA took place some 10 years ago, in 2013, so this is a much-anticipated event. It is free to attend for visitors and offers an informative day with the opportunity to meet suppliers and manufacturers and explore all aspects of river and waterway maintenance and learn about the latest innovations, technology and services to sustain our water infrastructure and environment.

In addition to the opportunities to be gained from [exhibiting](#), we are delighted to offer a range of sponsorship and branding options to enhance your presence at Flood & Water Live 2023.

Key Information

- ✓ There are three sponsor packages available – Gold, Silver and Bronze
- ✓ ADA are seeking **two** Gold Sponsors and **three** Silver Sponsors from non-competing sectors
- ✓ ADA are also seeking **multiple** Bronze Sponsors
- ✓ Sponsors will be confirmed on a first come, first served basis
- ✓ The closing date for confirming a sponsorship package is **28 April 2023**

Important Note

Being an exhibitor at Flood & Water Live 2023 is a pre-requisite to being an event sponsor.



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Gold Sponsorship

Flood & Water Live 2023 are seeking **two** headline gold sponsors from non-competing sectors:

1. Exclusive sponsorship of the Exhibition Dinner | Petwood Hotel, Woodall Spa | 5 July 2023
2. Exclusive sponsorship of the hospitality/catering hub | Flood & Water Live | 5-6 July 2023

✓ Both Gold Sponsors will enjoy a comprehensive package bringing together extensive promotion, branding and networking opportunities, as outlined below

✓ Sponsorship available on a first come, first served basis

✓ For those interested in Gold Sponsorship, please confirm by **28 April 2023**

Gold Package 1

Exhibition & Dinner, Petwood Hotel, Lincolnshire | 5 July 2023

The main social event at Flood & Water Live 2023, is the evening networking dinner taking place on 5 July 2023 at the Petwood Hotel, Woodhall Spa, Lincolnshire.

What's included in this package?

- ✓ Exclusive sponsorship of the Flood & Water Live 2023 exhibition and networking dinner
- ✓ Exclusive sponsorship of the Awards Ceremony at the exhibition and networking dinner
- ✓ Prominent display of headline sponsors' logos on event show ground branding
- ✓ Premium positioned company logo on all event marketing (alongside other sponsors' logos) and communications materials including Event Show Guide, ADA e-newsletter, ADA Gazette, social media and press releases
- ✓ Prominent recognition of sponsorship will be featured on event ticketing and all exhibition dinner communications including electronic and printed material (e.g. menu cards on tables)
- ✓ Recognition and acknowledgement of event sponsor by ADA Chair during the evening
- ✓ Banners can be strategically placed in the function room and networking area (Sponsor to provide)
- ✓ Table of 10 at the Exhibition dinner and networking event
- ✓ Gold Sponsor will be recognised in the Event Show Guide to include company bio and logo
- ✓ Flood & Water Live website will feature sponsor organisation including logo and link to website
- ✓ Sponsor can promote an innovation, new product or case study in a 500-word article to feature on the Flood & Water Live website, ADA website and in e-marketing
- ✓ 1 page full-colour Event Show Guide advertisement (A5 size) and discretionary 1 page advertorial
- ✓ ADA assistance available for artwork design of advertisement (if required)
- ✓ Sponsor can use Flood & Water Live 2023 branding in own marketing material

Cost: £3000 + VAT



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Gold Package 2

Exclusive Sponsorship of the Event Hospitality/Catering Hub | 5-6 July 2023

The hospitality hub is the main space for visitors and exhibitors to network and socialise for coffee breaks and lunches. Dedicated recognition boards will be prominently displayed in the catering area throughout the event to acknowledge your sponsorship.

What's included in this package?

- ✓ Exclusive sponsorship of the Hospitality/Catering Hub at Flood & Water Live 2023 on 5-6 July 2023
- ✓ Prominent display of headline sponsors' logos on event show ground branding
- ✓ Branded 'Gold Sponsor' hospitality area
- ✓ Premium positioned 'Gold Sponsor' and your logo on all event electronic and printed marketing material including Show Guide, ADA e-newsletter, ADA Gazette, social media and press releases (to include other sponsors' logos)
- ✓ Recognition and acknowledgement of Gold Sponsors by ADA Chair during the Exhibition Dinner at the Petwood Hotel, Woodhall Spa on 5 July 2023
- ✓ Table of 10 at the Exhibition dinner and networking event
- ✓ Gold Sponsor will be recognised in the Event Show Guide to include company bio and logo
- ✓ Flood & Water Live website will feature sponsor organisation including logo and link to website
- ✓ Sponsor can promote an innovation, new product or case study in a 500-word article to feature on the Flood & Water Live website, ADA website and in event e-marketing
- ✓ 1 page full-colour Event Show Guide advertisement (A5 size) and discretionary 1 page advertorial
- ✓ ADA assistance available for artwork design of advertisement (if required)
- ✓ Sponsor can provide marketing material /giveaways in the hospitality hub
- ✓ Sponsor can use Flood & Water Live 2023 branding in own marketing material

Cost: £3000+VAT



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Silver Sponsorship

Flood & Water Live 2023 is seeking **three** silver sponsors from non-competing sectors.

- ✓ Silver Sponsors will enjoy a range of promotional, branding and networking opportunities
- ✓ Sponsorship available on a first come, first served basis
- ✓ For those interested in Silver Sponsorship, please confirm by **28 April 2023**

What's included in this package?

- ✓ Prominent display of silver sponsors' logos on event show ground branding
- ✓ Premium positioned 'silver sponsor' and your logo on all event electronic and printed marketing material including Show Guide, ADA e-newsletter, ADA Gazette, social media and press releases (to include other sponsors' logos)
- ✓ Two complimentary passes to Flood & Water Live 2023 Exhibition Dinner & Networking Evening on 5 July 2023 at Petwood Hotel, Woodhall Spa, Lincolnshire
- ✓ Display of your corporate logo, company bio and contact details in the sponsor and exhibitor listings within the event website, with link through to sponsor(s) website
- ✓ Display of your corporate logo as Silver Sponsor on the homepage of Flood & Water Live website
- ✓ 1 page full-colour Event Show Guide advertisement (A5 size) and discretionary 1 page advertorial
- ✓ ADA assistance available for artwork design of advertisement (if required)
- ✓ Sponsor can promote an innovation, new product or case study in a 500-word article to feature on the Flood & Water Live website, ADA website and in event e-marketing
- ✓ Post-event recognition in the ADA Gazette
- ✓ Use of the event logo in sponsor's own marketing material

Cost: £1500+VAT



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Bronze Sponsorship

Flood & Water Live 2023 is seeking **multiple** Bronze Sponsors.

✓ Bronze sponsors will enjoy a range of advertising and promotional opportunities as outlined below

✓ For **those** interested in Bronze Sponsorship, please confirm by **28 April 2023**

What's included in this package?

- ✓ Half page full-colour advertisement in the Flood & Water Live 2023 Show Guide (Guide is A5 size)
- ✓ Plus discretionary half page advertorial in the Show Guide
- ✓ ADA will provide support with artwork design if required
- ✓ Bronze sponsor will have logo visibility at Flood & Water Live 2023
- ✓ Sponsor can promote an innovation, new product or case study in a 500-word article to feature on the Flood & Water Live website, ADA website and in event e-marketing
- ✓ Flood & Water Live website will acknowledge and feature bronze sponsor organisation including logo and link to website
- ✓ Recognition of all sponsors in the ADA Event Show Guide

Cost: £500+VAT

In closing

Thank you for your interest in ADA's sponsorship and marketing opportunities at Flood & Water Live 2023.

Please do get in touch if you would like to book a sponsorship package for your organisation. Alternatively, we are always happy to discuss your requirements and find a solution that fits with your budget and business needs.

We look forward to working with you.

Kindest regards,

The ADA Team