

# BE A CHAMPION

An opportunity for your brand to become a champion of UK Entrepreneurs in the world's largest celebration of entrepreneurship.

This is our 15th Anniversary year and we are celebrating with the theme 'GROW WITH PURPOSE'.

#GrowWithPurpose  
#GEW2022



14-20 November 2022  
[gewuk.org](http://gewuk.org)



Welcome to the Week.  
Celebrating entrepreneurship across the UK and 200 countries since 2008.

Now its your turn.

Being an Official Partner of GEW UK 2022 provides a unique opportunity for your organisation and brand to be at the heart of the entrepreneurial ecosystem across the UK and around the world.

You can sponsor an array of events and activities hosted through our community platform, the GEN UK HUB. Choose from our ready made packages, or we can create a bespoke solution for you.



## GEW UK 2021 highlights

- 50 GEN UK hosted events and talks on the GEN UK HUB
- 150+ partner events online from webinars to awards
- 500+ speakers
- 20+ supporting partners from the British Library to CBI, Natwest to Young Enterprise
- Hosted Startup Planet's inaugural conference, 'Innovating to Net Zero' at COP26
- Shared top events from around the world as part of the GEW UK Global Fringe

# GEW UK 2021 Partners - you're in good company





## Here is peek at what's already in store for GEW UK 2022

- 7 day conference hosted on the GEN UK HUB
- Partner events in-person and online
- Live coverage of GEW UK events around the country on Bloomsbury Radio
- All day launch event with NatWest at Bishopsgate conference centre
- Startup Planet entrepreneurs talk Net Zero at COP27
- NACUE student entrepreneur awards
- Live feature on the road with EnviroRally
- Global fringe events from GEN countries around the world
- My Purpose Stories public video campaign
- Linzi Boyd series of interviews with inspiring thought leaders
- Daily meditation videos

GEW UK - 14-20 November 2022



## Audience reach

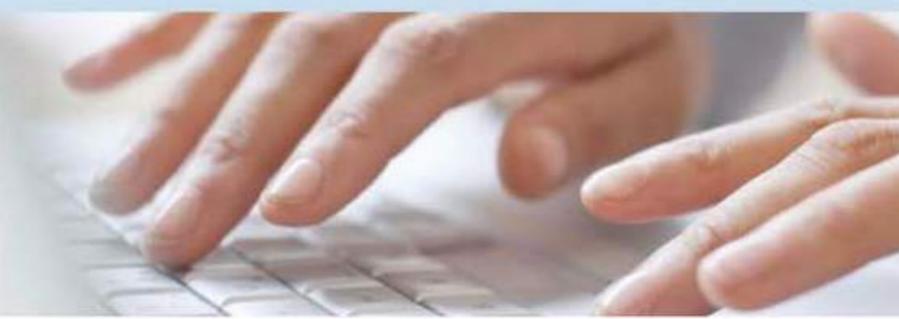
Hundreds of organisations from accelerators to libraries, universities to co-working spaces celebrate GEW with their communities across the country.

GEN UK coordinates and promotes all these events through the GEN UK HUB along with our own curated and hosted events. In 2021 over 500 speakers spoke at more than 200 virtual events. In November 2022 we expect to see audience numbers to grow as we welcome the return of in person events. All previous GEW online event attendees will be engaged through the HUB.



### GEW UK promotion channels:

- GEN UK HUB / WorldLabs 50,000+ members
- GEN UK social media 30,000+ followers
- GEN UK Partner communities 300,000+ members
- GEN Global 310,000+ followers





## Audience demographics

Since GEW started in 2008, we have engaged with hundreds of thousands of entrepreneurs in the UK. From nascent startups to rapidly expanding scaleups and from all sectors.

### Who?

Entrepreneurs, founders, C-level execs, consultants, students, investors, mentors, freelancers, jobseekers, researchers, policy makers, thought leaders, and the next wave of wanna-be-preneurs.

### Where?

GEW UK is celebrated at in person events across England, Scotland, Wales and Northern Ireland with many streamed online. As part of the 40,000 GEW events worldwide, our streamed sessions can be shared live or on-demand, via the GEN UK HUB.

# PACKAGES DESIGNED WITH PURPOSE

This is an opportunity for your brand to become a champion of UK Entrepreneurs in the world's largest celebration of entrepreneurship. Pick and mix the right sponsorship package for your brand or we can create one just for you.





## Choose the best package for you.

### Headline Platinum, Gold, Silver, Bronze

Top billing everywhere for maximum impact

### Broadcast Sponsor

Host your event live and on-demand through our platform

### Theme Sponsor

Own your hot topic, or one of ours. Share your passion.

### My Purpose Video Campaign Sponsor

Bookend every entrepreneur's story

### The Linzi Boyd Interviews Sponsor

One Earth founder, interviews top thought leaders

### Official GEW UK Brand Champion

Join the Champions Club for GEW UK 2022

### Marketplace Sponsor

Host the market where entrepreneurs team up for jobs

### Goody Bags

Leave a lasting impression with physical and virtual gifts

### Create your own package

Let's build a package designed for you

As there are a number of levels you can set for each package please get in touch with your specifications for pricing.

# Headline Packages

	PLATINUM	GOLD	SILVER	BRONZE
Branding on live screen during UK Launch event	✓	✓	✓	✓
Radio coverage across the Week	✓	✓	✓	✓
Tickets to Official UK Launch event at NatWest Bishopsgate	12	6	4	2
Branding on GEW UK Superevent page	✓	✓	✓	✓
Branding on key marketing materials	✓	✓	✓	✓
News coverage on GEN UK website, HUB, social media	✓	✓	✓	✓
12 Month Partner Membership of GEN UK HUB and set-up support	✓	✓	✓	✓
Virtual Goody Bag placement	✓	✓	✓	✓
Goody Bag product placement at UK Launch Event	✓	✓	✓	✓
Branding on Launch event banners	✓	✓	✓	✓
Host your own GEW UK Official Partner events through the HUB	✓	✓	✓	✓
Podcast Interview with key brand ambassadors	✓	✓	✓	✓
Mention in GEN UK Monthly Newsletter	✓	✓	✓	✓
Radio Interview on Bloomsbury Radio, London	✓	✓	✓	✓
Coverage on GEN Global site for UK News stories	✓	✓	✓	✓
Speaking slots on GEW Launch Day	✓	✓	✓	
Opportunity to host GEW webinars, panels & discussions	✓	✓	✓	
HUB Virtual Marketplace Branded Presence	✓	✓	✓	
Host corporate table/s at GEW UK Launch Event – invite your own team/guests/key partners	2 Tables	1 Table		
Opportunity to host branded showcase pages	✓	✓		
Branding on Linzi Boyd Interview Series	✓			
Banner branding on GEN UK Website homepage	✓			
Own branded video showcase every day on the HUB	✓			
Speaking slot at GEW UK Official Launch Event	✓			
Host Official UK GEW Closing Celebration Event in-person & online	✓			
	£25,000	£15,000	£10,000	£5,000

# Special Packages

BROADCAST	INTERVIEWS	MY PURPOSE	MARKETPLACE	THEME	CHAMPION	GOODY BAGS
Official GEW UK Partner	Official GEW UK Partner	Official GEW UK Partner	Official GEW UK Partner	Official GEW UK Partner	Official GEW UK Partner	Official GEW UK Partner
Branding on GEW Super-event page	Branding on GEW Super-event page	Branding on GEW Super-event page	Branding on GEW Super-event page	Branding on GEW Super-event page	Branding on GEW Super-event page	Branding on GEW Super-event page
12 Month HUB Membership	12 Month HUB Membership	12 Month HUB Membership	12 Month HUB Membership	12 Month HUB Membership	12 Month HUB Membership	12 Month HUB Membership
Social media coverage	Social media coverage	Social media coverage	Social media coverage	Social media coverage	Social media coverage	Social media coverage
Create a branded page on the HUB	Create a branded page on the HUB	Create a branded page on the HUB	Create a branded page on the HUB	Create a branded page on the HUB	Create a branded page on the HUB	Create a branded page on the HUB
Virtual goody bag placement	Virtual goody bag placement	Virtual goody bag placement	Virtual goody bag placement	Virtual goody bag placement	Virtual goody bag placement	Virtual goody bag placement
Host your event live on HUB	Interview series with Linzi Boyd	Entrepreneurs talk about Purpose	Branded space for startup team-ups	Own topic of the day or add your own	Gift real or virtual product / service	Brand your website as official champion
Broadcast to GEW global audience	Branding on every programme	Bookend branding on every story video	HUB Marketplace banner message	Host an official event on Theme day	Giveaway vouchers, samples, PDFs	Join GEW Official Champions Club
Streaming services available	Brand ambassador interview					
Production and tech support						
£4,500	£3,500	£3,000	£2,500	£1,500	£1,000	£1,000

# DO IT WITH PURPOSE

If you would like your brand to be a champion in Global Entrepreneurship Week please get in touch.

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