



# **Black Country Chamber**

## **Partnership & Advertising Opportunities**



BUSINESS IS DONE BETTER TOGETHER

## About us

The Black Country Chamber of Commerce is the leading business support organisation in the region. and is made up of a network of local businesses in Wolverhampton, Walsall, Dudley and Sandwell helping to shape and power the economy.

Whilst our heritage stretches back to 1856, we are a dynamic and forward-thinking not-for-profit organisation which understands and helps tackle the challenges faced by firms operating in today's modern marketplace.

Chamber membership provides platforms and opportunities for businesses to grow, connect and become part of a thriving network. Helping shine a spotlight on inspirational and innovative companies across the region and how they are contributing to making the Black Country a great place to do business.

## Partnering with us

Partnering with the Chamber is a cost-effective way of reaching an engaged, business audience across the Black Country. Our partners enjoy an increased profile and an opportunity to promote their products and services to their target audiences.

The Chamber's network of members are amongst the most influential business leaders and decision-makers. Partnering with us secures the prominence of your business on event branding, social media posts, the Chamber's website and in our quarterly business magazine, Prosper.

We have a number of opportunities to partner with us and/or advertise on our platforms throughout the year. Whatever your budget, we will work with you to meet your objectives. Whether that be:



### **Unparalleled Brand Exposure**

Significantly increase your visibility among local business leaders and decision-makers.



### **Demonstrate Your Commitment to Black Country Businesses**

Show your support for the local business community and your dedication to fostering growth and innovation within the region.



### **Network with Key Stakeholders**

Connect with the best and brightest businesses in the Black Country, build relationships, and explore potential partnerships in a collaborative environment.



### **Gain Recognition as an Industry Leader**

Position your organisation as a champion of excellence.

# Digital Advertising Opportunities

## Website Banner - Homepage



### 16k website visitors each year

Member rate

1 Week: £175\* | 4 Weeks: £580\*

Non-member rate

1 Week: £275\* | 4 Weeks: £980\*

Dimensions: 1570 pixels (width) 280 pixels (height)

Format - PNG

## Weekly Newsletter Banner

### Over 2000 weekly newsletter subscribers

Member rate

1 Week: £150\* | 4 Weeks: £500\*

Non-member rate

1 Week: £250\* | 4 Weeks: £900\*

Dimensions: 800 pixels (width) 200 pixels (height)

Format - PNG

**This Week  
in Business**

In this email:  
Chamber News | Member News | Events & Training.

**ADVERTISE HERE**  
here to get in touch with our



**18.5k**

social media  
followers.



**>130**

events and  
training sessions  
per year.



**3k**

event  
attendees per  
year.



**120**

email  
newsletters  
per year.



**16.5k**

email  
subscribers.

\*All prices displayed exclude VAT

Contact us on the details below if you are interested in this opportunity:



[website@blackcountrychamber.co.uk](mailto:website@blackcountrychamber.co.uk)



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# BLACK COUNTRY PROSPER MAGAZINE

The region's longest-running business publication



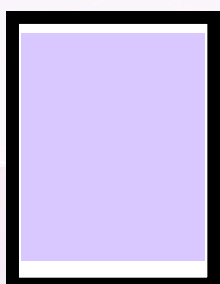
Black Country Chamber of Commerce is the voice and the champion of the regional business community. We work with our members to create an environment that is conducive to business success, improving performance through training, information, networking and support.

The Chamber's membership magazine, Prosper, sits at the heart of this work and is a popular and greatly appreciated membership benefit. Edited by the team at the Chamber, it offers an unparalleled look at the business world through the eyes of the Black Country Chamber and its membership, and has set the benchmark for quality business publications.

Each issue contains focused spotlight features covering key hot topics affecting the business community, written by authoritative voices drawn from across the region and further afield.

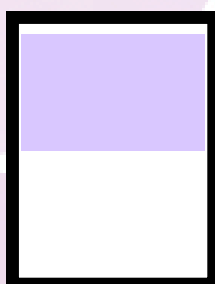
Prosper is distributed direct to Chamber members, with copies also made available to selected non-members and circulated to prominent places and people around the region, including the West Midlands Mayoral Office, MPs and other key stakeholders.

Prosper is the perfect vehicle through which to reach your target audience of business owners, leaders and key decision makers. A number of advertising and advertorial opportunities are available, with special offers and discounts for members.



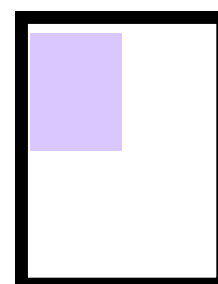
### Full page advertisement

- Member rate: £600\*
- Non-member rate: £800\*



### Half page advertisement

- Member rate: £350\*
- Non-member rate: £420\*



### Quarter page advertisement

- Member rate: £250\*
- Non-member rate: £300\*

### Advertorial features

Advertorials in Prosper are full pages containing 600-700 words, photographs and logos.

- Member rate: £600\*
- Non-members rate: £800\*

\*All prices displayed exclude VAT

Contact us on the details below if you are interested in this opportunity:



[colin@chambermediaservices.co.uk](mailto:colin@chambermediaservices.co.uk)



01942 537959



# Black Country Chamber Business Awards 2025

**20th November 2025 - University of Wolverhampton at The Halls**

## About the Awards

The Black Country Chamber of Commerce Business Awards are the longest running celebration recognising the achievements of those doing business in Dudley, Sandwell, Walsall and Wolverhampton. We have set the standard others aspire to and have become the biggest and best celebration in the local business calendar.

Every year the Chamber Awards attract the widest possible range of entrants, spanning from start-up successes to the big brands known the world over. We are excited to offer businesses the chance to align their brands with the very best of the Black Country's business scene by partnering with our awards as they return for 2025.

Association with the Chamber Business Awards will not only enhance your company's brand but give you access to a range of profile-raising opportunities across some of the largest B2B platforms in the region whilst demonstrating your commitment to supporting and championing businesses in the Black Country.



## Key Dates

Applications open	Applications close	Independent Judging	Finalists announced	Ticket sales for Finalists	Ticket sales to public	Partner Judging
7 Apr 25	25 Jul 25	w/c 11 & 18 Aug 25	5 Sept 25	8 Sept - 12 Sept 25	15 Sept 25	w/c 15 & 22 Sept 25

## Headline Partner



Contact us on the details below if you are interested in this opportunity:



[awards@blackcountrychamber.co.uk](mailto:awards@blackcountrychamber.co.uk)



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## Category Partner Opportunities x 12 - £3,950\*

### Each Category Partner will receive:

#### Before the Awards

- Half page editorial feature in our business magazine Prosper, allowing you to highlight your business and why partnering with the Chamber is important to you.
- Bespoke filming of your business to be used on the evening of the event and across socials throughout the run up to the event.
- Brand exposure across category specific award posts in the months leading up to the event.
- Judging your chosen category award.

#### On Awards night

- Prominent branding on stage throughout the event.
- Presenting your chosen award to the winner.
- A table of 10 guests for the black-tie dinner.

#### After the Awards

- Two invitations to the Award Winners' Lunch in February 2026.



## This Year's Categories

- Business in the Community
- Business in Schools
- ~~Employer of the Year~~ - Reserved
- Employee of the Year
- Black Country Future Star
- ~~Family Business of the Year~~ - Reserved
- Start-up Business of the Year
- ~~Professional Service Business of the Year~~ - Reserved
- International Trade
- Manufacturing Champion
- ~~Sustainability, Technology & Innovation~~ - Reserved
- Not for Profit Organisation

## Category Partners - as of 14<sup>th</sup> April 2025.



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# Start<sup>up</sup>

## Business club

The Chamber's Start-Up Business Club is the place for fledgling businesses to make new connections, learn from industry experts and develop the skills and understanding required to take their business to the next level.

Businesses that are less than 2 years' old can join the Start-Up Business Club and receive ongoing support via a dedicated business relationship manager. They also have access to a series of specially designed workshops that address the specific needs of start-ups and meet others who are also taking their first start-up steps. Start-up businesses can access tools and guidance to help promote their business, comply with legislation, manage risks, and make the process of doing business easier. Overall these benefits can significantly contribute to the growth of a start-up business. Providing a supportive environment and valuable connections with the local business community.

### ~~Partnership Opportunities — £3,000\*~~

#### Opportunity Reserved

The Chamber will work with the Start-Up Business Club partner on the themes of the monthly training workshops. The partner has the opportunity to host the training, or collaborate with another Chamber member to do so.



#### In addition, the partner will receive:

- Branding on the dedicated Start-Up Business Club pages on the Chamber website.
- Social media posts on LinkedIn and Instagram announcing the new partnership.
- Minimum of 12 social media posts highlighting the partnership as we promote our monthly training workshops.
- Branding on the Start-Up Business Club page in every issue of Prosper, the Chamber's quarterly business magazine.
- Branding at the monthly Start-Up workshops throughout the year.
- A complimentary seat at the Black Country Business Networking Club.
- One complimentary ticket to the Black Country Chamber Business Awards on 20th November.

In partnership with:



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# Women in Leadership

Black Country Women in Leadership was established by the Black Country Chamber of Commerce in 2019 in order to support and celebrate women in senior leadership roles and to help inspire the next generation.

**The network provides welcoming environment for Black Country women in business to:**

- Raise the profile of, inspire and promote the achievements of regional female leaders and support the next generation.
- Meet, share, and discuss views, experiences, or concerns.
- Provide opportunities for peer networking and information sharing.
- Address inequalities and strive for parity within the region's business community.

Women in Leadership is operated and developed by a voluntary steering group, chaired by Lucy Rook of BlackRook Academy. The group have also launched the Guiding Stars initiative, a mentoring programme in conjunction with City of Wolverhampton College, specifically designed to provide young women with positive female role models.



Each year we deliver high-quality events that support the network's objectives and aims. Events take place quarterly, including a flagship annual event for International Women's Day.

Our Women in Leadership events are attended by women from across the Black Country – today's leaders and those who aspire to lead in the future.

## Key Dates

26 Jun 25

Lifecycle of a  
Woman in  
Business Part 1

'The Career  
Kaleidoscope'

18 Sept 25

Lifecycle of a  
Woman in  
Business Part 2

'Having it all,  
without doing it  
all'

Dec 25

Christmas  
Networking

w/c 2 Mar 26

International  
Women's Day

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## Partnership Opportunities

**Annual—£3,750\***

**Per Event—£1,500\***

**Opportunity Reserved**

### Each partner will receive:

- Branding on all Women in Leadership event(s) promotion on social media.
- Branding on Women in Leadership website page.
- Branding at all Women in Leadership event(s).
- Branding in Women in Leadership article(s) featuring in each quarterly edition of Prosper magazine.
- Opportunity to speak at event(s) and/or join the panel discussion.
- Annual partner entitled to two seats on the Women in Leadership Steering group, which meets quarterly.



## International Women's Day 2025

The importance of female role models in the drive for equality was among the topics when leading business figures gathered for the Black Country Chamber of Commerce's International Women's Day celebratory lunch.

The Chamber used its unique position in the region's business community to bring together a speaker list to inspire delegates to step forward to make a positive difference.

Speaker Jenny Wilkes, Chair of Wolves Women, said: "The Chamber International Women's Day event went very well, with a number of key themes covered including the importance of role models and the challenges of imposter syndrome, which is felt by many women in work. We have had really good feedback from those who attended."

Fellow speaker Dr Denise Maxwell, an international photographer and University of Wolverhampton alumni, spoke about her experiences. With her portfolio including London Fashion Week and red carpet events, Denise has broken barriers in her industry and been awarded a doctorate for services in photography.

Chamber CEO Sarah Moorhouse said the event had been a success. Sarah said: "The Chamber recognises the importance of creating opportunities like the International Women's Day event to enable attendees to celebrate the achievements of women, learn from influential speakers, and network with like-minded professionals. Thank you to all our speakers for sharing their experiences and giving us the inspiration to play our part in accelerating action for equality."

**In partnership with:**



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# Quarterly Economic Survey

The Black Country Chamber of Commerce conducts a Quarterly Economic Survey, which takes the pulse of the region's businesses on subjects including sales, recruitment, exports and investment. The results of the survey are used to inform on detailed economic performance and trends throughout the local region and beyond.

Regional data feeds into the most authoritative national business confidence survey, the results of which are closely watched by both HM Treasury and the Bank of England's Monetary Policy Committee and help to inform decisions that impact upon interest rates and business policy.



Survey results are released each quarter at the Chamber's Quarterly Economic Survey Data Reveal event. The event also includes speakers giving their analysis of what the data means for business, and a panel session around that quarter's theme. Previous themes have included Succession Planning, Employee Benefits, AI and Cyber Security.

The Quarterly Economic Survey is open for all Black Country businesses to complete each quarter.

The Quarterly Economic Survey Data Reveal events are attended by a wide selection of businesses from across the Black Country.

## Key Dates

Survey Period  
12 May – 5 Jun 25

Event  
3 Jul 25

Survey Period  
18 Aug – 11 Sept 25

Event  
9 Oct 25

Survey Period  
10 Nov – 4 Dec 25

Event  
8 Jan 26

Survey Period  
Feb – Mar 26

Event  
Apr 26

## Partnership Opportunities

Annual - £5,000\*

Per Event - £1,500\*

### Each partner will receive:

- Access to the raw survey data.
- Opportunity to speak at event(s) and/or join the panel discussion.
- Branding at event(s).
- Branding on all event(s) promotion on social media.
- Branding on QES website page.
- Branding in QES article featuring in each quarterly edition of Prosper magazine.

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# Professionals at the Table (PATT)



Professionals at the Table (PATT) is a networking group that aims to bring together businesses from the professional services industry (Accountants, Auditors, Banks, Solicitors, Surveyors, Financial Institutions and Brokers, Wealth Management, Insurance Brokers and Architects only), providing an exclusive opportunity to connect, share knowledge and contribute to sector-specific discussions in a relaxed atmosphere.

Guests at the quarterly events are invited to enjoy a three-course lunch, meet like-minded people and hear from an industry expert.

## Partnership Opportunities

Annual - £1,500\*

Per Event - £600\*

### Each partner will receive:

- Display your corporate stand at event(s).
- Branding on PATT website page.
- Branding in PATT article featuring in each quarterly edition of Prosper magazine.
- A complimentary place at PATT event(s).
- Opportunity to speak at event(s).



## Key Dates

29 Apr 25

17 Jul 25

2 Oct 25

Jan 26

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**If you are interested in any of the opportunities in this partnership pack please contact us on the details below**



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