

# BLACK COUNTRY BUSINESS MANIFESTO & POLICY FOCUS



2019/2022  
SPONSORSHIP  
OPPORTUNITIES

# OVERVIEW

Our first ever business manifesto is launching in April 2019 and is the culmination of the work by the Black Country Chamber's Consultative Forum (representatives from local companies) and outlines the key priorities for businesses across the region over the coming 12 months.

The manifesto will be the platform for all of the Chamber's campaigning and advocacy work as it lobbies and meets with policymakers, influencers and stakeholder to outline the needs and priorities of the Black Country's business community.

Featuring five areas:

**Business Finance,  
Infrastructure &  
Transport, Recruitment  
& Skills, Business  
Essentials and**

**Manufacturing;** the manifesto is a great way for local businesses to be part of positive change and play a role in helping to develop the region's economy and profile.



# PROMOTING & DELIVERING THE MANIFESTO

The Manifesto will form the basis for all conversations and work carried out by the Chamber over the next 12 months and presented to policymakers, politicians, decision-makers and influencers - locally, nationally and internationally.



## Printed Publication

A professionally designed and printed 12 page publication is being produced and will be given to attendees at key policy meetings and available at Chamber events and activities

## Digital Publication

A digital publication is being made available and can be accessed by all Chamber members and individuals on the Chamber's extensive database of contacts.

## Online

The manifesto and its outputs will be featured extensively within a dedicated area of [blackcountrychamber.co.uk](http://blackcountrychamber.co.uk) - one of the region's most-accessed websites.

## Strategic Events

The manifesto and its priorities will be included in the Chamber's busy calendar of highly-respected and valued events and activities.

# SPONSORSHIP OPPORTUNITIES

Includes Sponsorship of Quarterly Economic Survey

Headline Sponsor £5,000+ VAT

- Logo on front cover of the manifesto (printed + digital versions) (Worth £500 +VAT)
- Featured paragraph outlining your organisation's support for the manifesto and its commitments to furthering the political and economic agenda for Black Country businesses along with photograph of company spokesperson (Worth £500 +VAT)
- Logo as headline sponsor on pull-up banner displayed at all strategic events (Worth £400 +VAT)
- Press release written by the Chamber's Press Office and distributed to key regional business titles and up to 12 bespoke mentions across the Chamber's social media network promoting involvement in the manifesto (Worth £1500 +VAT)
- Back Cover full page advert on printed + digital versions of the manifesto (Worth £1000 +VAT)
- Sole sponsorship of Chamber's Quarterly Economic Survey - logo on all printed documentation summarising the findings, opportunity to comment on each quarter's report and phrase one unique question in each survey (Worth £3,000 +VAT)
- Opportunity to be featured as recommended supplier on the new Risk Dashboard toolkit (Worth £500 +VAT)

## Priority Area Sponsor

**£725 + VAT**  
**(per area)**

The Manifesto has five priority Areas: manufacturing, transport & infrastructure, business essentials, training & skills and business finance.

Each Area has a champion from a business in the relevant sector who is committed to steering the workstream and monitoring its outputs.

Sponsorship opportunities exist to ensure that your business is supporting an individual Area (one sponsor per Area).

Area Sponsors receive:

- Company logo in relevant section of Manifesto - printed and electronic publication (Worth £200 +VAT)
- Company name against relevant Area in Manifesto pages of [blackcountrychamber.co.uk](http://blackcountrychamber.co.uk) (Worth £250 +VAT)
- 1 x bespoke press release distributed to key regional publications and up to six social media mentions across the Chamber's platforms announcing sponsor's support for Manifesto Area (Worth £650 +VAT)

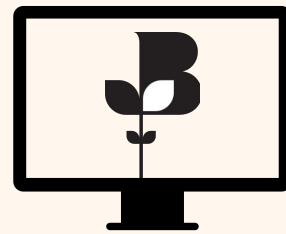
# BUSINESS IS DONE BETTER TOGETHER

The Black Country Chamber of Commerce is at the heart of a vibrant and dynamic business community of companies from a range of sectors.

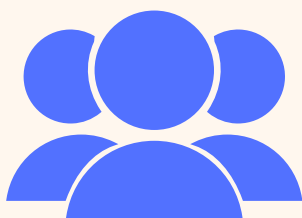
As the region's leading organisation for business, our channels and platforms are a great way for companies to share their news and updates and reach an engaged network representing over 60k individuals.



**18.2k FOLLOWERS  
SOCIAL MEDIA**



**190k UNIQUE  
PAGE VIEWS**  
[blackcountrychamber.co.uk](http://blackcountrychamber.co.uk)



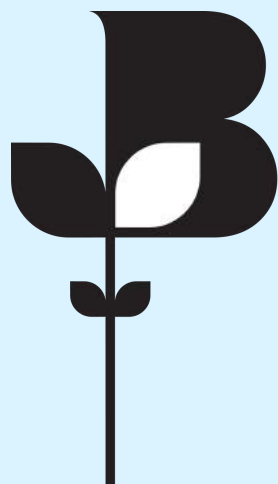
**1.5k  
SUBSCRIBERS TO  
MONTHLY E-BULLETINS**



**OVER 70 EVENTS  
PER YEAR**

# Black Country Business Manifesto 2019/2020

For more information about the Black Country  
Business Manifesto please contact  
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Black Country  
Chamber of  
Commerce

BLACK COUNTRY CHAMBER OF COMMERCE  
CREATIVE INDUSTRIES CENTRE  
UNIVERSITY OF WOLVERHAMPTON SCIENCE PARK  
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