



Sponsorship & Marketing Opportunities 2023

To: All ADA Associate Members

25 January 2023

ADA is delighted to announce a range of sponsorship and marketing opportunities available as part of your membership and through our varied events programme in 2023. We invite you to showcase your organisation at our highly regarded events and enjoy the benefits of:

- ✓ Connecting with key decision makers across the flood risk and water level management sector
- ✓ 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

Whether it is launching a new product, sharing your story and showcasing results of a project or having a presence to connect with your customers, ADA has an event platform to suit a whole range of budgets and business objectives.

Have a browse through this pack to see what best suits the needs of your organisation.

Key Opportunities

Date	Event Opportunity	Closing date for booking
All year	'Business & Innovation' news feature on ADA website and E-Newsletter (Page 10)	Available all year
2 February 2023	Environment Day (Page 2)	Earliest opportunity
29 March 2023	Keeping Our Rivers Flowing Summit (Page 3)	17 February 2023
5-6 July 2023	Flood & Water Live 2023 (Pages 4-8)	28 April 2023
8 November 2023	ADA 86 th Annual Conference & Exhibition (Page 9)	31 May 2023

Contact Us

To register your interest in sponsoring an ADA event or to book one of the marketing options, 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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Environment Day | Park Farm, Thorney, Peterborough | 2 February 2023

ADA is hosting an Environment Day for [internal drainage boards](#) on [World Wetlands Day](#), Thursday 2 February 2023. The event at [Park Farm](#) in Thorney will feature a number of knowledgeable speakers talking on a range of topics relevant to IDBs' management of the lowland freshwater environment. The agenda will cover everything from eels to carbon accounting, invasive species to local nature recovery strategies. Please see the [Agenda](#) for the full line up of topics and speakers.

✓ Sponsors can enjoy networking opportunities with IDB officers and board members during refreshments between the following times, 09:30-10:30 before the session starts and at the morning break, 11:40-11:55 and afternoon break, 14:45-15:00, when tea and coffee will be served

✓ Sponsors can display a banner and promotional material during networking times and at lunch, 13:00-13:45

✓ Sponsors can enhance brand visibility and be aligned to a professional membership organisation

✓ Opportunity for sponsors to promote involvement in the event

✓ Sponsorship includes lunch and all refreshments for up to two company representatives attending the Environment Day event

✓ ADA welcomes multiple sponsors for this event

✓ Please confirm your interest as a sponsor at your earliest opportunity

Cost: £100+VAT



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Keeping Our Rivers Flowing Summit 2023 | Warwickshire | 29 March 2023

Keeping Our Rivers Flowing Summit 2023, now in its third year, is once again being convened by ADA and leading water and land management organisations, CLA, Environment Agency (EA), and National Farmers' Union (NFU) and will look at managing flood risk and adaptation in the face of a changing climate.

This national event will involve keynote presentations and information-rich discussions, as well as the opportunity for attendees to participate in an engaging Q&A session with the panel of senior representatives from ADA, CLA, NFU and EA.

✓ Sponsor can enjoy networking opportunities over lunch, with a broad spectrum of attendees and guests from across the sector

✓ All pre-event marketing of the event to include sponsor(s) logo including invitations /Eventbrite booking site, Joining Information, ADA website, Twitter, ADA E-Newsletter (ADA to organise)

✓ Sponsor banner can be placed in the venue / event theatre (Sponsor to provide)

✓ Sponsor table in networking / lunch area (Sponsor to provide the material)

✓ Sponsor logo on projection screen at start of event (ADA to organise)

✓ Sponsorship includes lunch and all refreshments for up to two company representatives attending the Keeping Our Rivers Flowing Summit

✓ Verbal acknowledgement and thank you to sponsor(s) by Summit Chair

✓ Post event acknowledgement in the Summer 2023 ADA Gazette (ADA to organise)

ADA is seeking **three** sponsors from non-competing sectors for this event with a closing date for registering of **17 February 2023**.

Cost: £600+VAT



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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



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ADA 86th Annual Conference 2023 | London | 8 November 2023

Exhibition & Networking

ADA are delighted to once again be able to offer Associate Members the opportunity to exhibit a small stand **free of charge** at this year's annual ADA Conference Exhibition.

- ✓ Excellent networking event
- ✓ Opportunity to meet members of various water management authorities which ADA represents including IDBs, the Environment Agency, RFCCs, local authorities and others
- ✓ Space is limited so stands will be confirmed on a first-come, first served basis
- ✓ Those who reply after all the spaces are requested will be held on a waiting list in order of applying and may still be able to exhibit if there are any changes to bookings

Contact Heather Bailey at heather.bailey@ada.org.uk to register your interest in having a stand at the ADA 86th Annual Conference Exhibition. Please note: exhibition stand bookings open on **1 March 2023 at 08:00** with a closing date of **31 May 2023**.

Cost: Free of charge

ADA 86th Annual Conference 2023

The ADA Conference sponsorship package will include:

- ✓ Sponsor organisation to feature in all advance promotion of the ADA Conference (to include Twitter, Email, ADA Website and E-newsletter)
- ✓ Guaranteed stand at the ADA Conference Exhibition
- ✓ One ticket to attend the ADA Conference & Luncheon
- ✓ Logo/branding of our sponsor(s) at Tea & Coffee station – (Organised by ADA)
- ✓ Banner at entrance to Conference by Welcome / Registration Desk (Sponsor to provide)
- ✓ Banner adjacent to the speakers during the Conference (Sponsor to provide)
- ✓ Banner adjacent to speakers during the Conference Luncheon (Sponsor to provide)
- ✓ Logo to be included on opening conference slide (Organised by ADA)
- ✓ Verbal acknowledgement and thank you at Conference Luncheon speech by ADA Chair
- ✓ Acknowledgement in the Winter ADA Gazette Conference feature (ADA)

ADA are seeking up to a maximum of **three** sponsors for this event or a single sponsor on an exclusive basis. The closing date for registering your interest in sponsoring the ADA Conference 2023 is 31 May 2023.

Cost: £800+VAT | £2000+VAT (On an exclusive basis)



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Business & Innovation Feature on ADA website and E-newsletter

ADA's [Business and Innovation](#) news section on our website and in our monthly e-newsletter (ADA News Stream) gives Associate Members the opportunity to highlight new product launches, case studies and technical innovations to our members.

Our e-newsletter currently has a distribution of 1600 contacts across the flood and water level management sector, including the Environment Agency, Natural Resources Wales, IDBs and local authorities, amongst others.

All new and existing Associate Members are invited to contribute an article of up to 500 words once per calendar year, which will be hosted on the ADA website. Each article will then be listed with a weblink in the next upcoming ADA News Stream email.

Members have the opportunity to schedule which month they would like to be featured on a first come, first served basis, so book early if you want to make this part of an important launch or publication that you have planned.

For additional articles there will be a fee of £300+VAT per article.

Cost: Free of charge | Once per year

In closing

Thank you for your interest in ADA's sponsorship and marketing opportunities for 2023.

Please do get in touch if you would like to book a sponsorship package or any of our marketing offerings 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 in 2023.

Kindest regards,

The ADA Team