



Sponsorship & Marketing Opportunities 2024/25

To: **ADA Associate Members**

17 April 2024

ADA are delighted to offer members a selection of sponsorship and marketing opportunities in 2024/25.

We would like to invite you to showcase your organisation and elevate your presence at an ADA event or get involved in an ADA initiative where you will enjoy the benefits of:

- ✓ Connecting with key decision makers across the flood risk and water level management sector
- ✓ Maximising your brand exposure
- ✓ 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 options below and see if there is something to suit the needs of your organisation.

At a glance guide to the key opportunities

Date	Event / Initiative	Cost
All year	'Business & Innovation' news feature on ADA website and E-Newsletter	Free of charge
June - August 2024	Good Governance Guide Workshop - Doncaster	£100+VAT
	Good Governance Guide Workshop - Peterborough	
13 November 2024	ADA Annual Flood & Water Conference Exhibition, London	Free of charge
	ADA Annual Flood & Water Conference & Exhibition, London - Sponsorship	£500+VAT (up to 5 sponsors) or £2000+VAT on exclusive basis
5 February 2025	Environment Day 2025	£100+VAT

Get in touch

To register your interest in sponsoring an ADA event or to book an initiative, please contact Heather Bailey, Marketing & Events Officer, as below. Alternatively, if you cannot find anything suitable for your requirements or have another idea for sponsorship, we would be delighted to discuss and work with you to create a bespoke solution to fit with your budget.

Contact Heather on heather.bailey@ada.org.uk or 07973 512137.



Business & Innovation Feature on ADA website and E-newsletter

ADA's [Business and Innovation](#) news section on our website and in our bi-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 five hundred words once per calendar year, which will be hosted on the ADA website. Each article will be listed with a weblink in the next upcoming ADA News Stream email.

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

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

Cost: Free of charge | Once per year



Sponsorship & Marketing Opportunities 2024/25

Good Governance Guide Workshops | Doncaster & Peterborough | Jun – Aug 2024

To support the launch of the ADA Good Governance Guide 2nd Edition which will be published mid-2024 with updated guidance on governance and management of an Internal Drainage Board, ADA are hosting two in-person workshops in Doncaster and Peterborough taking place between June and August 2024.

These workshops will bring together IDB Senior Officers and Board Members for a series of presentations and information-rich discussion with opportunity for attendees to participate in an informal Q&A session.

What you can expect from the workshops...

- ✓ Sponsor can enjoy networking opportunities during arrival refreshments and over lunch, with Internal Drainage Board attendees
- ✓ All pre-event marketing to Internal Drainage Boards to include sponsor(s) logo (ADA to organise)
- ✓ Attendance for **one** company representative at one or both workshops in Doncaster / Peterborough
- ✓ 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 refreshments for the company representative attending the Good Governance Guide workshop(s)
- ✓ Verbal acknowledgment and thank you to sponsor(s)
- ✓ Post event acknowledgment in the ADA Gazette (ADA to organise)
- ✓ The workshop will be recorded and may be made available on the ADA website as an online training resource following the event (ADA to organise)

Please note:

ADA is seeking **multiple** sponsors from non-competing sectors for this event.

Wilkin Chapman LLP edited and updated the Good Governance Guide. You can expect to see some of the team presenting at the workshops.

ADA members should register interest in sponsoring the workshops on or before **31 May 2024**.

Cost: £100 +VAT



Sponsorship & Marketing Opportunities 2024/25

ADA Annual Flood & Water Conference 2024 | London | 13 November 2024

Exhibition & Networking

ADA are delighted to once again be able to offer Associate Member organisations the opportunity to exhibit **free of charge** at this year's annual ADA Flood & Water 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
- ✓ Each Associate Member organisation is entitled to **one free place** to exhibit and attend the ADA conference presentations. Any additional places required by Associate Members to attend the exhibition / conference will be chargeable.
- ✓ Bring one standard size pull-up banner per Associate Member to promote your brand

Available on a first come, first served basis.

Cost: Free of charge

ADA Annual Flood & Water Conference 2024 | Sponsorship Package

The ADA sponsorship package will include:

- ✓ Sponsor organisation to feature in all advance promotion of the ADA Flood & Water Conference & Exhibition (to include Twitter, Email, ADA Website and E-newsletter)
- ✓ Guaranteed place at the ADA Conference Exhibition
- ✓ One ticket to attend the ADA Conference Presentations (Includes lunch)
- ✓ Logo/branding of sponsor(s) at Tea & Coffee station – (Organised by ADA)
- ✓ Banner at entrance to Conference by Welcome / Registration Desk (Sponsor to provide)
- ✓ Logo to feature on the electronic signage at the event venue (Organised by ADA)
- ✓ Logo to be included on opening conference slide (Organised by ADA)
- ✓ Verbal acknowledgement and thank you on the day by ADA Chair
- ✓ Acknowledgement in the Winter ADA Gazette Conference feature (Organised by ADA)

ADA are seeking up to a maximum of **five** sponsors for this event or a single sponsor on an exclusive basis. The closing date for registering your interest in sponsoring the ADA Flood & Water Conference 2024 is **13 September 2024**.

Cost: £500+VAT | £2000+VAT (On an exclusive basis)



ADA Annual Environment Day 2025 | Thorney, Peterborough | 5 February 2025

ADA are seeking **multiple** sponsors for our annual Environment Day taking place at Park Farm, Thorney. A packed agenda will provide a host of speakers covering a range of topics relevant to management of the lowland freshwater environment.

What you can expect from the event...

- ✓ Networking with colleagues across the flood risk and water level management sector during arrival refreshments and lunch
- ✓ Sponsor to bring one standard size pull-up banner to promote your brand, to be placed in the venue (Sponsor to provide)
- ✓ Verbal acknowledgement and thank you on the day by ADA Chair

The closing date for registering your interest in sponsoring the ADA Annual Environment Day 2025 is **17 January 2025**.

Cost: £100+VAT

In closing

Thank you for your interest in ADA's sponsorship and marketing opportunities for 2024/25. Please do get in touch if you would like to partner with us.

We look forward to working with you.

Kindest regards,

The ADA Team