

A day for inspiring, educating and connecting local businesses

**1 November 2023** Azelia Hall Beckenham





www.beckenhambusinessassociation.co.uk

# BECKENHAM Compared by the second seco

## What is Beckenham Business Day?









**Beckenham Business Day** is a one-day business conference that aims to inspire, educate and connect local businesses.

Attracting over 100 businesses last year, this year's event is going to be bigger and better than before!

**Beckenham Business Day** will take place on Wednesday **1 November 2023**, from 10.00 - 17.00 at Azelia Hall in Beckenham.

Now in its seventh year, the day is aimed at all businesses in and around Beckenham. It's ideal for small businesses and retailers, both start-ups and wellestablished businesses.

For event sponsors, the event offers an unmissable opportunity to network with local business leaders, raise your profile and generate new contacts whilst investing in your business community.

# Helping businesses to Fast Forward



This year's event theme is **"Fast Forward"**.

Recent years have been tough for businesses, but we've remained resilient.

This year, we invite businesses to ignite their creativity, discover emerging technologies and embrace innovations that will help drive their business forward.

Beckenham Business Day exists to unite local businesses, for the benefit of each other and of the wider community.

By connecting and collaborating, we can share our knowledge and expertise, helping each other to develop and grow.



## Event Highlights

hear inspirational stories

ignite your creativity

discover emerging technologies

purposeful networking

# Event format

# BECKENHAM S BUSINESS DAY

There will be a number of activities going on throughout the day, including:



## **Guest Speakers**

Keynote speakers, all business owners, who will share their stories to inspire and motivate.

## Workshops

Interactive workshops from industry experts, to delve deeper into key business topics.

## Networking

Inspired conversations and purposeful networking to connect with each other.

## **Exhibitors**

Local businesses showcasing their products and services.

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#### **About Beckenham Business Association (BBA)**

Beckenham Business Association is an independent, volunteer-led membership organisation for businesses in and around Beckenham. Our mission is to inspire and connect local businesses to help them develop and grow.

We offer support, advice, friendship and a wide-range of networking events and speakers to help small businesses to flourish.

Membership of Beckenham Business Association gives you the opportunity to share ideas, collaborate and network with like-minded businesses for shared success.

## We have a year-round programme of events and activities. Members benefit from:



# Why Sponsor?

# BECKENHAM

Sponsoring Beckenham Business Day 2023 is a **tremendous opportunity** to be part of a brilliant event that celebrates and promotes Beckenham businesses.

Sponsorship provides **the ideal platform to showcase your business** to some of Beckenham's most vibrant businesses. The business day is a great opportunity to **get your business in front of them**, **gain exposure** for your products or services and **boost brand awareness**.

Plus, you'll make **connections**, exchange **ideas** and explore **collaborations** and alliances, all of which can open doors to **new growth opportunities**.

#### **Raise your profile**

Associating and affiliating your business with Beckenham Business Day will generate strong brand recognition within the local business sector.

#### PR and marketing opportunities

PR and marketing does not begin and end at the event itself. Sponsors enjoy marketing opportunities in the run up to and after the event, ensuring that your brand is at the forefront of your customers' minds.

#### **Reach more customers**

The event is an ideal way to reach many customer segments at once, from local business and influencers, through to stakeholders and dignitaries.

# Sponsorship Packages



#### associate your business with our success



#### Keynote speaker slot (20 mins)

Bio, link & logo on website

Logo featured prominently on all marketing materials

Prominent mention in press release and any other relevant publicity (e.g. online event listings)

Free exhibitor stand in prominent position (4ft table & chair)

6x Twitter, Facebook and Instagram post mentions in the run up.

## £2,000



Keynote speaker slot (10 mins)

Bio, link & logo on website

Logo featured on all marketing materials

Mention in press release and any other relevant publicity (e.g. online event listings)

Free exhibitor stand in prominent position (4ft table & chair)

4x Twitter, Facebook and Instagram post mentions in the run up.

### £1,000

# Sponsorship Packages



#### associate your business with our success



#### Silver

#### Small workshop slot (20 mins)

Bio, link & logo on website

Logo featured on all marketing materials

Brief mention in press release and any other relevant publicity (e.g. online event listings)

Free exhibitor stand in prominent position (4ft table & chair)

2x Twitter, Facebook and Instagram post mentions in the run up.

#### £500



#### **Bronze**

Bio, link & logo on website

Brief mention in press release and any other relevant publicity (e.g. online event listings)

Opportunity to have flyers on exhibitor table

1x Twitter, Facebook and Instagram post mentions in the run up.

£250

#### There are also options to sponsor other aspects - from £100:

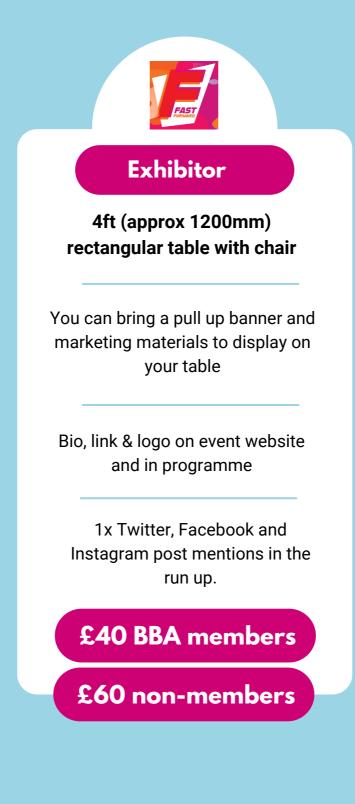
- Printing (for event programme and promotional flyers)
- Catering (cold sandwich buffet for the event)
- Photography



# BECKENHAM Constraints BUSINESS DAY

#### Showcase your products or services

As an alternative to full sponsorship, we have a number of exhibitor stands available for you to showcase your products or services to attendees.





beckenham business association

# TALK TO US

About tailored sponsorship opportunities

As a sponsor, we understand that your needs might be different from what we have on offer. So, if you would like us to tailor a sponsorship package or explore other ways you can support us at any of our events, please let us know.

We look forward to your support and, in return, we look forward to supporting you.

## Contact

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