



2024 West Midlands

Awards

# Sponsorship Brochure 2024



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# Welcome from Matthew Moss, CIHT West Midlands Chair 2024-2026



As incoming Chair of the Chartered Institution of Highways & Transportation in the West Midlands, it is an honoured privilege to invite you to be part of the CIHT West Midlands 2024 Dinner & Awards.

We are now firmly moving on from the pandemic, however we are forever encountering emerging challenges and natural disasters such as the changing UK political landscape and the Iceland volcanic eruption respectively, as well as the ongoing cost of living crisis. Our industry has fortunately demonstrated repeatedly that it can cope

and can adapt very quickly to sudden changes in the landscape. This is largely thanks to our committed and highly skilled workforce who will work together when required, with care for one another and under the pressures come what may.

As we all work harder to deliver our projects, time to celebrate success, network, and have time out dwindles. This is why events such as this dinner & awards are organised. It recognises talent and dedication to ongoing improvement innovation in our industry and region by rewarding it, while also allowing us to enjoy each other's company and share lessons learnt together with good practice.

The CIHT West Midlands 2023 Dinner & Awards were an incredible success, given that it was the first such event with all COVID restrictions lifted. This year, the AGM, dinner and awards will once again be held at the Burlington Hotel in Birmingham city centre on Thursday 16th May. I am sure that this year's event will be even bigger and I would like to offer you an opportunity to be part of this wonderful celebration of outstanding performance in highways and transportation in the West Midlands.

The West Midlands are recognised as a leading light of CIHT regions and by taking advantage of the fantastic sponsorship packages, you will have the opportunity to position your organisation or brand at the forefront of our diverse community.

We look forward to working with you to realise the full potential of your contribution at this unique celebration of high performance and dedication amidst the influence of your highly supportive peers in the industry.

I look forward to meeting you all on the night.

Matthew Moss

# Why sponsor the CIHT West Midlands 2024 Dinner & Awards?

Highways and transportation form one of the most important sectors in the West Midlands, employing a large number of people in the region.

## **Industry partnership and celebrating excellence is at the heart of this event**

Our sponsorship packages have been carefully shaped to meet the commercial requirements of our industry partners. We understand your needs and how to meet them whilst adding value to the experience enjoyed by our guests.



## **Meet new contacts and strengthen key relationships**

Maximising networking opportunities for our guests is an important priority. For all sponsorship packages, CIHT West Midlands would like to invite one representative from each of the sponsors to attend the AGM drinks reception (applies to sponsors at all levels).

## **The next step**

Supported by a loyal and growing base of sponsorship partners, in recent years there has been very significant interest in many of these opportunities. A prompt decision will increase the chances of you securing the package you want and realising the full benefit of your investment – including your logo in advanced marketing. In addition, this year we will be holding a charity raffle with all proceeds going to **a worthy local charity**. If you are unable to sponsor a package but would still like to contribute to the evening then all donations of raffle prizes would be

# Gold Package MAIN EVENT SPONSOR Cost: £2,000



## Opportunity Includes:

- Category will incorporate your name in shortlisted form at the top of the page with further information about your company, boosting your publicity
- Your logo or company name will be:
  - included in an enhanced certificate
  - displayed beside your chosen category in all correspondence and print
  - opportunity to support the event with branded room or table decorations e.g. balloon arch and table centrepieces with company logo (within available space), to be provided by sponsor.
- Your support will be acknowledged by the presenter on stage at the Regional Awards, they may also announce and present the award and prizes to the winners of the category they have sponsored.
- Includes a table of 10 with house wine / soft drinks, for which your company's table will be situated near to the front of the stage so you can get a prime view of the awards ceremony and presentation.

## Categories:

- Best Large Project
- Best Small Project
- Collaboration
- Emerging Professional / Apprentice
- Environment and Sustainability
- Best Innovation
- Equality, Diversity and Inclusion
- Emerging Student

## Silver Package: **AWARD CATEGORY SPONSOR** Cost: £700



### **Opportunity Includes:**

- Category will incorporate your name (listed on previous page).
- Your logo or company name will be:
  - included in certificate
  - displayed beside your chosen category in all correspondence and print
- The sponsor's representative may announce and present the award to the winner of the category they have sponsored on the stage.
- 20% off the price for a table of 10.

### **Categories:**

- Best Large Project
- Best Small Project
- Collaboration
- Emerging Professional / Apprentice
- Environment and Sustainability
- Best Innovation
- Equality, Diversity and Inclusion
- Emerging Student

## Bronze Package: **PROGRAMME ADVERTISING** Cost: £300



This is our advertising package which includes a page in the event programme booklet to advertise your company or services and 10% discount on a table of ten. The programme booklet is provided to guests on the night and electronically to download prior to the event.

This is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor will provide you with exceptional rewards. For further details on the opportunities available and to make raffle prize donations please contact our Regional Honorary Secretary:

Philip Santos – [philip.santos@wsp.com](mailto:philip.santos@wsp.com)



In support of  
Local Charities