



Home of Leeds Digital Festival

Sponsorship Opportunities

# Leeds Digital. The City Region's premier digital hub.

**Digital in Leeds doesn't stop,  
and neither do we.**

Brought to you by the team behind Leeds Digital Festival, Leeds Digital is a platform through which the City Region's tech community can continue to share knowledge, exchange ideas and collaborate. Year-round.

Home to the city's latest tech news and most exciting events, Leeds Digital is a full service platform that enables the tech community in Leeds to shine. Working with local, national and international partners, we're working to spotlight the incredible tech innovation taking place in the North, on the world stage.





*The sheer ingenuity and ambition behind  
Leeds' tech sector is a force to behold.  
The city is a hotbed for start-ups and  
professionals driving new innovations to help  
us have healthier and more sustainable lives.*

**Damian Collins**  
**DCMS Minister for Tech and Digital Economy**



# A look at digital in Leeds

Digital GVA of  
**£1.3bn**

The Leeds City Region's versatile tech sector is one of our greatest strengths, generating £6.5bn for the UK economy, annually

The highest number of 'scale up' digital companies in the North

The fastest growing digital industries in the UK

**4,100**  
digital companies in Leeds  
(9,000 in Leeds City Region)

**42k**  
additional jobs in digital to be created in the region by 2025

The largest centre outside London for digital, financial and business services

The largest number of data scientists outside of London

Now home to Channel 4's new national headquarters, The Bank of England and Utterberry

**102k**  
people employed in the tech sector in the Leeds City Region



# So why Leeds?

**Leeds is the Digital Capital of the North. A dynamic, creative hub that boasts the fastest growing digital economy outside of London**

Leeds has cultivated a truly collaborative business ecosystem that has in recent years attracted some of the best and most innovative businesses of the digital age.

The city's booming media, digital film, gaming and creative sectors are already home to the likes of Burberry, Sky Betting & Gaming, XR Games and Channel 4. In 2021, the Bank of England also established the UK's Infrastructure Bank within the city, capitalising on its £13 billion financial and business services sector and contributing to the UK Government's wider 'Levelling Up' plans. Leeds also boasts a wealth of

agencies and consultancies – providing a range of bespoke services from marketing to design and software development – most recently welcoming American multinational, Cognizant, and Australian fintech unicorn, PEXA, to the city.

Complementing its reputation as a hub for digital, Leeds City Region is also at the forefront of educating the next generation of tech talent. Our nine universities boast an output of 39,000 graduates each year, over half of which graduate in STEAM subjects. The city's achievements and ambition have also been recognised by our

selection to participate in the MIT Regional Entrepreneurship Accelerator Programme, helping us to develop an innovation ecosystem that appeals to entrepreneurs and digital disruptors anywhere in the world.

Collaboration is hard-wired into the way we do business here. We believe that the best and most inclusive answers are those that are arrived at by bringing people together to extract a brilliant diversity of perspective and experience. We want to share this collaborative spirit, and the successes it enables with like-minded partners from around the world.



# The Festival

Leeds Digital Festival is an open, collaborative celebration of digital culture in all its forms.

Since it was first established in 2016, Leeds Digital Festival has gone from strength to strength, growing in both scale and visibility each year. What began as a few big ideas from tech organisers within the city – backed by the local tech community and a small grant – has evolved into the Festival as we know it today.

An open-platform celebration of all things tech and digital, the Festival harnesses the magic of the Leeds tech ecosystem's unique collaborative spirit, and showcases the digital enterprise and innovation that is happening in the City on a regional, national and international level.

The programme, which began as a series of 56 events in 2016, has since grown to include over 240 events in 2023, and the Festival has gained status as the largest 'open' tech event in the UK. With an ever-growing voice and reach, in 2024 Leeds Digital Festival will continue to celebrate the people and organisations who make Leeds and the North such a vibrant hub for digital.





*Partnering with Leeds Digital Festival was so valuable for us as a digital business, through the relationships we formed, the events we both hosted and attended, we really felt we got a good chance to show Leeds what BJSS has to offer.*

**Rich McIntyre, BJSS**





# Looking ahead to 2024

In 2024, Leeds Digital Festival will return in two parts, meaning that sponsors will once again benefit from involvement in multiple festivals, in addition to the value derived from the year-round presence of the wider Leeds Digital brand.

Heading into our 9th year, we'll be kicking things off with our April "mini-fest" (23rd - 25th) – a small-but-mighty programme of events curated by the Festival team, featuring contributions from sponsors and friends of the Festival.

Returning between the 16th - 27th September, the main Festival will operate on its usual open-platform basis, inviting tech organisations and individuals from across the City Region to contribute events to the programme.







Photo credit: Kane Fulton / Digital Sport North

## Looking beyond Leeds

With its roots firmly in Yorkshire soil, the Festival is a beacon of support for tech in the North. We remain, however, committed to working with regional, national and international partners to showcase the innovation taking place in the city, on both a local and international level.

In 2023, the Festival welcomed attendees from countries around the world – including France, China, Italy and the USA – and working with our sponsors in 2024, we will continue to transcend geographical barriers and allow event hosts, speakers and attendees to connect through the Leeds Digital ecosystem.







*I owe my career to the Leeds Digital Festival. It inspired me to take the leap to retrain for a career in this industry, and as my career grew it not only gave me fantastic opportunities that I could have only dreamed of, but it also enabled me to make life-long connections and friends. We are so very lucky to have such an amazing tech community in Leeds, and I for one, am very grateful.*

**Lianne Potter, Cyber Anthropologist**





# Supporting Leeds Digital

Leeds Digital is a non-profit organisation and home of the Leeds Digital Festival which has, since its very first year, been supported by the digital community within the city region.

Funded entirely by sponsorship, we work with local and regional organisations to celebrate the digital sector in Leeds, showcasing to the world the amazing talent and innovation within the city region. Without our sponsors, Leeds Digital Festival would not be possible, and their ongoing support has enabled us to grow and evolve so that we can maintain a year-round presence through the launch of Leeds Digital.

With the support of our sponsors we have been able to make Leeds Digital Festival the largest and most open tech event in the UK, and roll out the Leeds Digital platform – a platform where the City Region's tech community can come together to share knowledge, exchange ideas and collaborate.

Sponsoring Leeds Digital in 2024 will enable you to capitalise on this, connecting you with the digital sector in Leeds, the wider region and the rest of the world.



# Thanks to our 2023 Sponsors





# Our Reach

**4  
million**

social media  
impressions  
in 2023

**225,000**

page views in  
2023

**240**

events hosted  
in 2023

**56**

pieces of PR  
coverage for the  
September Festival

**150+**

hosting  
organisations from  
across the  
city region

nearly  
**700  
speakers**

at the September Festival,  
incl: Microsoft, Department  
of Science, Innovation and  
Technology (DSIT)

# Sponsorship Packages

Designed to reflect the diversity seen in the wider Leeds tech sector, we've curated a variety of different sponsorship opportunities that can work for your business. We want to work with organisations that are passionate about tech, and understand that these businesses come in all shapes and sizes – from startups to scaleups and tech giants!

We will work with you to determine what your main goals are for sponsorship – whether it be driving talent acquisition or simply raising your profile within the local tech community – and how we can best support you in achieving this, tailoring opportunities to your unique goals.





# Premier Sponsorship

As one of Leeds Digital's four Premier Sponsors your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, and all relevant marketing material and digital assets. These include:

## Branding & Marketing Opportunities:

- Branded content hubs on Leeds Digital website – directing traffic to a landing page of your choice
- Branded content hubs on Leeds Digital Festival website – directing traffic to a landing page of your choice
- Logo on Leeds Digital homepage
- Logo on Leeds Digital Festival homepage
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- Logo on all street level and venue posters
- Logo on all digital billboards
- Inclusion in Leeds Digital mailshot
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity
- Comment opportunities in press activity
- Branded content opportunities online and in print

## Networking & Hospitality Opportunities:

- Invitation to exclusive Leeds Digital sponsors' networking events
- 6 x tickets to the Leeds Digital Festival Launch Event in September
- 2 x tickets to the Leeds Digital Festival Awards Event

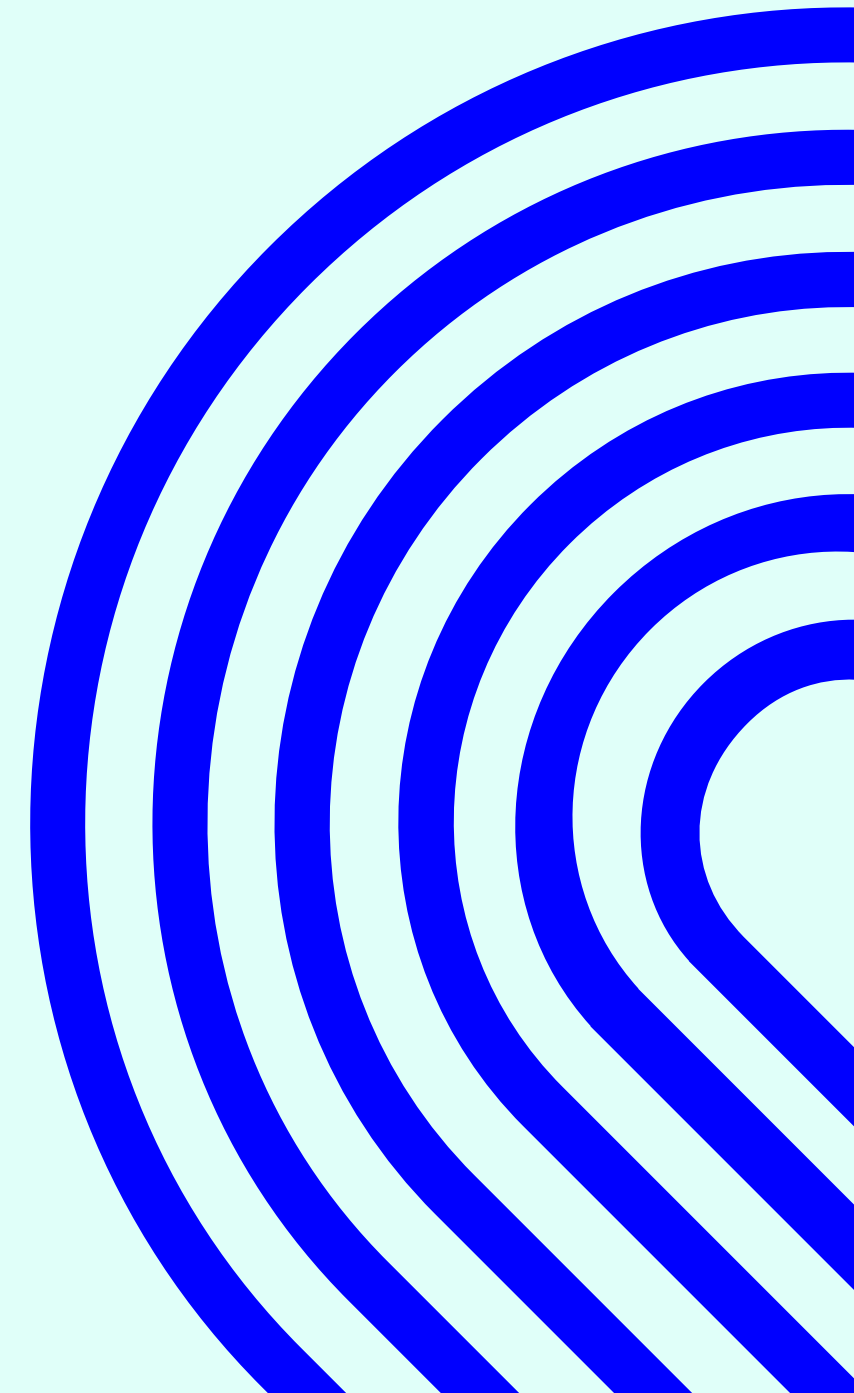
## Leeds Digital Festival Opportunities:

- Support to develop bespoke Festival events
- Speaking opportunities at key events
- Guaranteed inclusion in Festival paid social media activity
- Guaranteed inclusion of your event(s) in Featured Events section on Festival website
- Guaranteed inclusion of your event(s) in our daily event roundups during the Festival

Activation period:

January 2024 – December 2024

Cost: £20,000 + VAT



# Launch Sponsorship

As Leeds Digital Festival's Launch Sponsor you will enjoy all the benefits of Executive sponsorship, as well as the opportunity to host the official launch party ahead of the September Festival. This event has become the largest and most exclusive networking event in the Leeds Digital calendar with attendees representing Festival sponsors, as well local and regional business and civic leaders.

The Launch will be hosted at the venue of your choice (the venue must be determined in partnership with the Festival team, who will work closely with you to select a suitable venue). Your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, all relevant marketing material and digital assets.

## Branding & Marketing Opportunities:

- Branded content hubs on Leeds Digital website – directing traffic to a landing page of your choice
- Branded content hubs on Leeds Digital Festival website – directing traffic to a landing page of your choice
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- Logo on all street level and venue posters
- Logo on all digital billboards
- Inclusion in Leeds Digital mailshot
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity

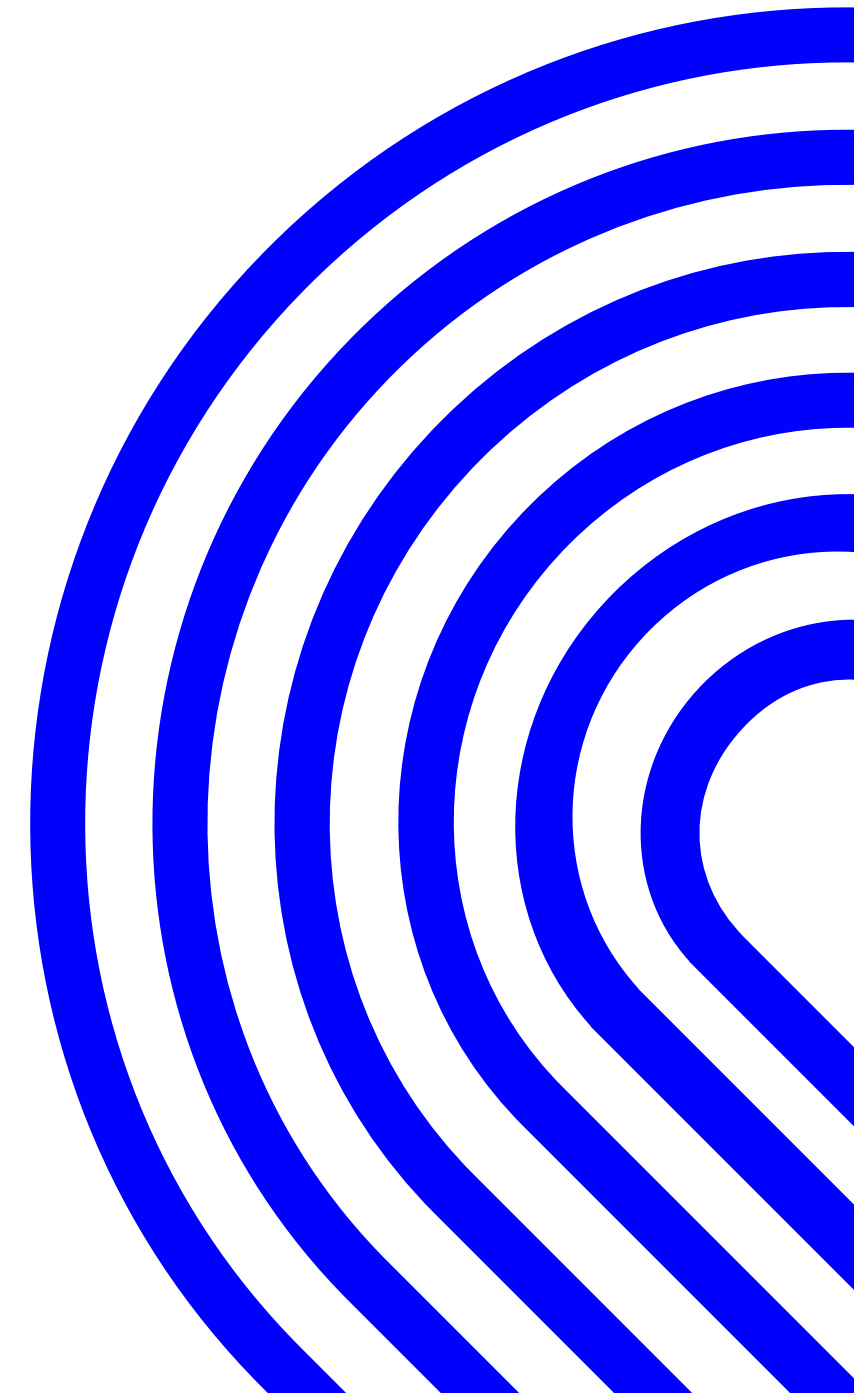
## Networking & Hospitality Opportunities:

- Invitation to exclusive Leeds Digital sponsors' networking events
- Tickets to the Leeds Digital Festival Launch Event in September – number to be agreed with Leeds Digital Festival team
- 2 x tickets to the Leeds Digital Festival Awards Event

## Leeds Digital Festival Opportunities:

- Support to develop bespoke Festival events
- Speaking opportunities at key events
- Guaranteed inclusion in Festival paid social media activity
- Hosting the Leeds Digital Festival Launch Event in September

**Activation period:**  
**January 2024 – December 2024**  
**Cost: £16,000 + VAT**





# Executive Sponsorship

Activation period:  
January 2024 – December 2024  
Cost: £13,000 + VAT

As one of Leeds Digital's eight Executive Sponsors your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, and all relevant marketing material and digital assets.

## Branding & Marketing Opportunities:

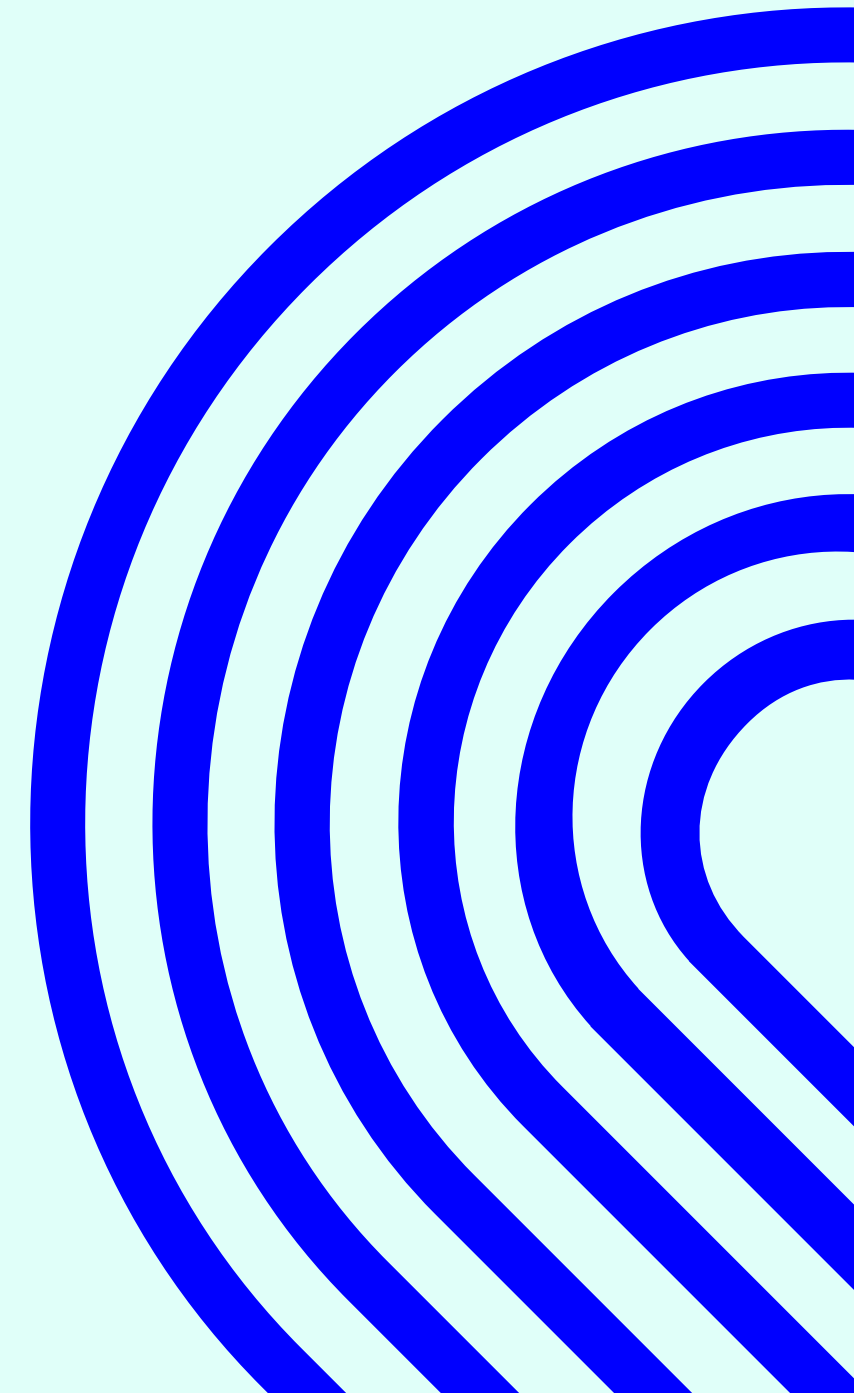
- Branded content hubs on Leeds Digital website – directing traffic to a landing page of your choice
- Branded content hubs on Leeds Digital Festival website – directing traffic to a landing page of your choice
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- Logo on all street level and venue posters
- Logo on all digital billboards
- Inclusion in Leeds Digital mailshot
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity

## Networking & Hospitality Opportunities:

- Invitation to exclusive Leeds Digital sponsors' networking events
- 4 x tickets to the Leeds Digital Festival Launch Event in September
- 2 x tickets to the Leeds Digital Festival Awards Event

## Leeds Digital Festival Opportunities:

- Support to develop bespoke Festival events
- Speaking opportunities at key events
- Guaranteed inclusion in Festival paid social media activity



# Associate Sponsorship

As one of Leeds Digital's Associate sponsors your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, all relevant marketing material and digital assets.

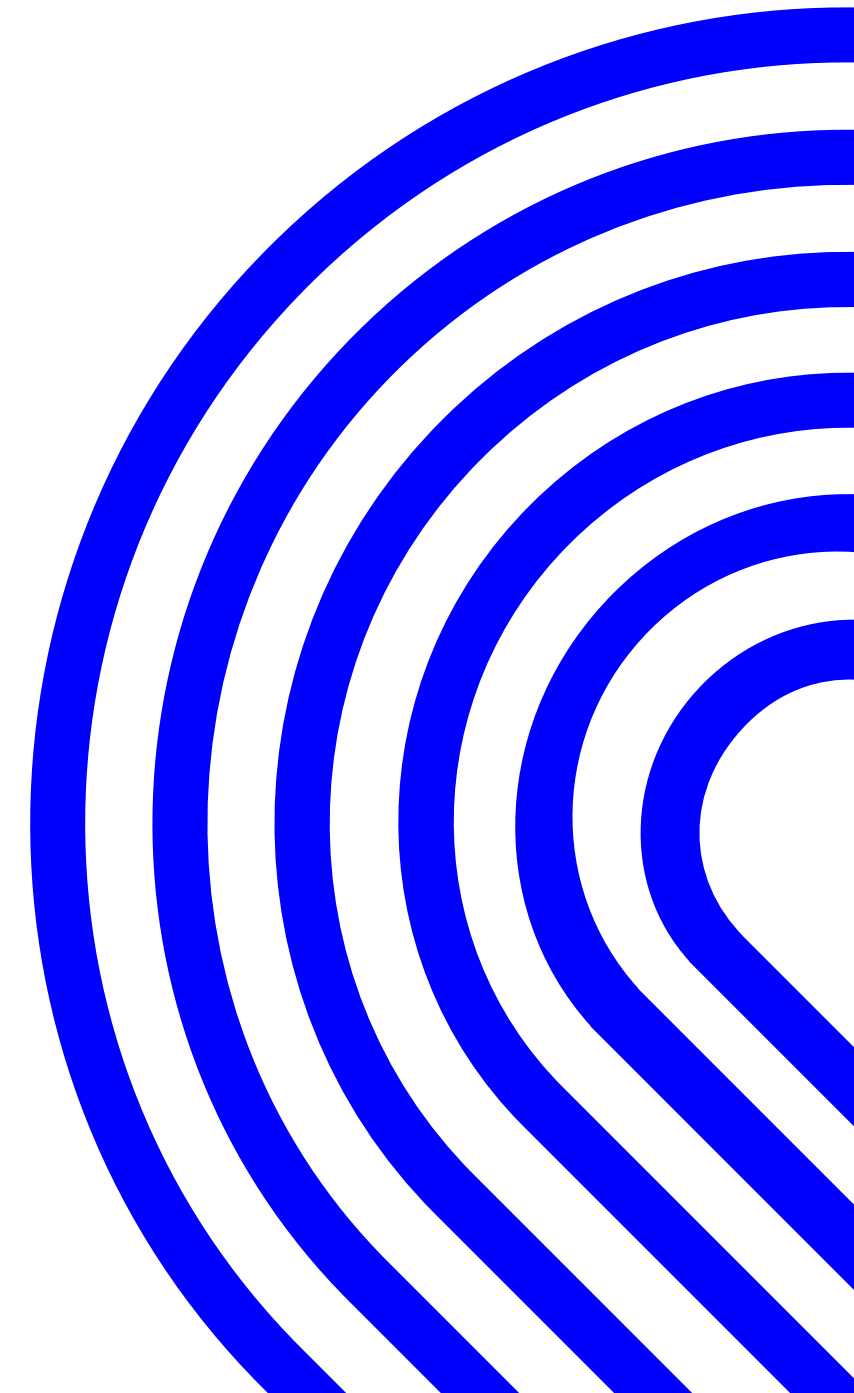
## Branding & Marketing Opportunities:

- Logo on Leeds Digital sponsors page – directing traffic to a landing page of your choice
- Logo on Leeds Digital Festival sponsors page – directing traffic to a landing page of your choice
- Logo on all street level and venue posters
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity

## Networking & Hospitality Opportunities:

- Invitation to exclusive Leeds Digital sponsors' networking events
- 2 x tickets to the Leeds Digital Festival Launch Event in September

**Activation period:**  
**January 2024 – December 2024**  
**Cost: £3,000 + VAT**





	Premier £20000	Launch £16000	Executive £13000	Associate £3000
<b>Branding &amp; Marketing</b>				
Logo on Leeds Digital homepage	●			
Logo on Leeds Digital Festival homepage	●			
Logo on Leeds Digital sponsors page	●	●	●	●
Logo on Leeds Digital Festival sponsors page	●	●	●	●
Branded content hubs on Leeds Digital website – directing traffic to a landing page of your choice	●	●	●	
Branded content hubs on Leeds Digital Festival website – directing traffic to a landing page of your choice	●	●	●	
Logo on all street level and venue posters	●	●	●	●
Logo on all digital billboards	●	●	●	
Inclusion in Leeds Digital mailshot	●	●	●	
Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity	●	●	●	●
Comment opportunities in press activity	●			
Branded content opportunities online and in print	●			
<b>Networking &amp; Hospitality</b>				
Invitation to exclusive Leeds Digital sponsors’ networking events	●	●	●	●
Tickets to the Leeds Digital Festival Launch Event in September	x6	TBD	x4	x2
Tickets to the Leeds Digital Festival Awards Event	x2	x2	x2	
<b>Leeds Digital Festival Opportunities</b>				
Support to develop bespoke Festival events	●	●	●	
Speaking opportunities at key events	●	●	●	
Guaranteed inclusion in Festival paid social media activity	●	●	●	
Guaranteed inclusion of your event(s) in Featured Events section on Festival website	●			
Guaranteed inclusion of your event(s) in our daily event roundups during the Festival	●			
Hosting the Leeds Digital Festival Launch Event in September		●		

**Sponsoring Leeds Digital also gives you the opportunity to:**

- Be a key supporter of the UK's largest community-driven open tech event
- Contribute to, and benefit from, Leeds' and the wider North's reputation as a powerhouse for tech in the UK
- Build brand awareness within a thriving ecosystem
- Cultivate relationships with a broad range of organisations and entrepreneurs
- Showcase your business to generate new business opportunities and attract talent



Home of Leeds Digital Festival

**If you'd like to discuss becoming a sponsor, we'd love to talk.**

**To start the conversation, please get in touch with the team at [hello@leedsdigital.org](mailto:hello@leedsdigital.org)**

**[www.leedsdigital.org](http://www.leedsdigital.org) | [www.leedsdigitalfestival.org](http://www.leedsdigitalfestival.org)**