



Sponsorship Opportunities 2025

Reimagining your
digital experience.



Leeds Digital. The City Region's premier digital hub

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

Home to the city's latest tech news and most exciting events, Leeds Digital is **the year-round open platform that enables the Leeds tech community to shine, share knowledge, exchange ideas and collaborate.**

Working with local, national and international partners, we're spotlighting the incredible tech innovation taking place in the North— on the world stage.

The Leeds Digital platform is here to shout out about all things tech, from **events to news and insights** that the city's digital ecosystem has to offer throughout the year, including the largest tech event outside London, **Leeds Digital Festival.**



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Since beginning in 2016, Leeds Digital Festival has sparked the community, given it its own platform, and the response has been overwhelming. More than that, the momentum has carried forward, drawn on and then developed Leeds' dynamism, and created networks of relationships which are now seen as a hallmark of tech in Leeds.

Paul Berwin
Berwins Solicitors



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Leeds & West Yorkshire in Business

Leeds is the UK's **fastest-growing city** and is the main driver of a city region with a **£64.6 billion economy** ¹

West Yorkshire is a **global leader in FinTech**, recognised as one of the **top FinTech Hubs** in the Kalifa Review, and home to Fintech North ⁵

The **largest number** of data scientists outside London

Digital GVA of **£1.3bn**

West Yorkshire is home to over **11,000 students** currently studying a tech-related subject, including data science, machine learning, and AI ⁶

West Yorkshire is home to **9,700 digital and tech businesses**, employing over **50,000 people** ²

Tech firms within Leeds are growing **125% faster** than the national average, with growth areas including software development and cyber security ⁷

Leeds is home to **673 high-growth businesses** - The **third largest concentration** in England ³

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

West Yorkshire is recognised by the UK Government's High Potential Opportunities programme as a **world leader in data and artificial intelligence** ⁵

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

Home to Channel 4's national headquarters, The Bank of England and Utterberry.

¹ Leeds City Council, 2024. ² FAME, 2024. ³ Beauhurst, 2024. ^{4,5} West Yorkshire Combined Authority, 2024. ⁶ HESA, 2024. ⁷ The Data City, 2024

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Our data shows that whilst the national cyber sector is shrinking at 0.6% per year, Leeds is significantly outperforming this with an impressive growth rate of 9.9% This can be attributed to the dynamic digital sector in the city, the emergence of numerous pioneering tech companies and the ongoing influence of Leeds Digital Festival, which continues to bring the whole community together, encouraging exciting collaborations, inspiring and attracting future talent and driving commercial success.

The Data City

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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 attracted some of the best and most innovative businesses of the digital age.



- The city's booming **media, digital film, gaming and other creative sectors** are already home to the likes of Burberry, Sky Betting & Gaming, XR Games, Planet Sport and Channel 4.
- The **Bank of England** also established the UK's Infrastructure Bank—now renamed the National Wealth Fund—to 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, while welcoming international organisations such as the American multinational, Cognizant, and Australian FinTech unicorn, PEXA, to the city.

Complementing its reputation as a hub for digital, the Leeds City Region is 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 whom typically graduate in STEAM subjects.
- The city's achievements and ambition have been recognised by our selection to participate in the **MIT Regional Entrepreneurship Accelerator Programme**, helping us develop an innovation ecosystem that appeals to entrepreneurs and digital disruptors all around the world.

Collaboration is hard-wired into the way we do business here.

With collaboration at the core of our tech ecosystem, Leeds has gained a reputation for the unique sense of community that exists within our digital sector.

We believe that the best and most inclusive answers are those that are reached by bringing people together to extract a brilliant diversity of perspectives and experiences. We want to share this collaborative spirit and the successes it enables with like-minded partners from around the world.

Leeds Digital Festival

Leeds Digital Festival is an open, collaborative celebration of digital culture in all its forms. Whether it's coding, FinTech, social media, AI, HealthTech, data, start-ups, digital music or cyber security – Leeds Digital Festival is open to all things tech.

Our open-platform ethos means that **anyone can host a tech event at a venue of their choice throughout the Leeds City Region**. And unlike many other festivals and tech weeks, we don't charge event organisers a fee for inclusion in the programme, keeping the Festival truly accessible to businesses at any stage of their journey.

What began as a series of 56 events—backed by the local tech community and a small grant—has since grown to include over **200 events every year**. In fact, Leeds Digital Festival has gained status as the **largest 'open' tech event** in the UK!

With an ever-growing voice and reach, Leeds Digital will continue to celebrate the people and organisations who make Leeds and the North such a vibrant hub for digital in 2025.



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Partnering with Leeds Digital Festival was so valuable for us as a digital business, through the relationships we formed, and 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
Chief Engineer
BJSS



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#LDF25

In 2025, 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 10th anniversary, we'll be kicking things off with our **Mini-Fest from 29th April to 1st May** – a small-but-mighty curated programme of events, featuring contributions from sponsors and friends of the Festival.

Returning between **22nd September and 3rd October**, Leeds Digital 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.



**Leeds
Digital
Festival
2025**

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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



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Supporting Leeds Digital

Leeds Digital is a non-profit organisation that is funded entirely through sponsorship. Without our sponsors, the Leeds Digital Festival would not be possible. Their ongoing support has enabled us to grow and evolve over the last ten years so that **we now offer a year-round service to the local and regional tech sector.**

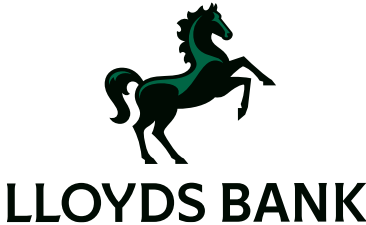
In 2023, we launched Leeds Digital to provide a platform where the city region's tech community can come together to share knowledge, exchange ideas and collaborate.

Whether it's **sharing news and insights**, helping to shout about **tech events** throughout the year, or shining a light on the most talented in the region through our Spotlight Series, Leeds Digital is always on – enhancing collaboration among the people and organisations that make up the local digital community.

Sponsoring Leeds Digital in 2025 will enable you to capitalise on this, connecting you with the digital sector in Leeds, the wider region and beyond, before, during and after the Festival.



Thanks to our 2024 Sponsors



Our Reach



9,000
email subscribers

13,000
Linkedin followers
54% in the Greater Leeds Area
70% in senior positions

3,800
Facebook followers

9,000
X followers

3,000
Instagram followers

In 2024

70

insights & news
features published
on Leeds Digital

200

200 events
published on
Leeds Digital

500+

speakers at the September
Festival, including senior
executives from Amazon Web
Services, Accenture, Co-op,
BBC, Deliveroo, Department of
Science, Innovation and
Technology (DSIT),
and many more

12

episodes of the Spotlight
series, shedding light on
the most talented in the
Leeds tech scene

202

Festival
events

58

pieces of PR coverage
exposed to an audience of
31.6m people, including
The Times and the BBC

4 million

social media
impressions

300+

participating
organisations
from across the
city region

Sponsorship Packages

We want to work with organisations that are passionate about tech, and we understand that these businesses come in all shapes and sizes – **from startups and scaleups to tech giants!**

Designed to reflect the diversity seen in the wider Leeds tech sector, we've curated a variety of sponsorship opportunities that can work for your business.

Many tech events take place only for a day or a week in the year; however, Leeds Digital has a permanent presence in the tech community. **All our sponsorship packages are active throughout the year, from January to December**, meaning that the earlier you sign up, the more opportunities you have to realise the benefits of sponsoring Leeds Digital.

Whether you're interested in talent acquisition or business development, raising your profile within the local tech community or building long-term relationships – **we will work with you to determine your goals and how we can best support you in achieving these.**



Why should you sponsor Leeds Digital?

- **Be recognised as 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
- **Increase brand awareness** and strengthen brand positioning within Leeds' thriving tech ecosystem
- Open the door to **new collaborative relationships** with a broad range of key organisations and entrepreneurs in the region's tech sector
- Showcase your business to **generate new business opportunities and attract talent**
- Boost your **events attendance** and **content reach** year-round
- Receive **special benefits during the Festival**, ranging from an extended submission deadline to guaranteed inclusion of your events in the Festival's marketing channels and more
- **Year-round support** from the Leeds Digital team for sharing your news and events



Discover why our sponsors and partners love Leeds Digital & the Leeds Digital Festival



[Watch Video](#)

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*One of the biggest benefits we see with our festival sponsorship is the **year-round support** that we get from the team with anything we need throughout the year – whether that’s **support with events, making connections** with the tech ecosystem here in Leeds, or anything else.*

Natalie Lovett
Associate Director
and Leeds Regional Lead
Accenture



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2025 Key Dates for Leeds Digital Sponsors

Networking Events

Wednesday 5 March	Spring Sponsors Networking Event
Wednesday 21 May	Event Organisers Networking Evening
Wednesday 22 October	Premier & Executive Sponsors Dinner
Thursday 18 September	Leeds Digital Festival Launch Party
Wednesday 19 November	Autumn Sponsors Networking Event

April Mini-Fest

Tuesday 29 April	Mini-fest starts
Thursday 1 May	Mini-fest ends

September Festival

Monday 9 June	Event Submissions Platform opens
Friday 25 July	Event Submissions General Deadline
Friday 1 August	Event Submissions Extended Deadline for Premier, Launch and Executive Sponsors
Tuesday 26 August	Festival Programme Launch
Thursday 18 September	Leeds Digital Festival Launch Party
Monday 22 September	Festival starts
Thursday 2 October	Leeds Digital Festival Awards Event
Friday 3 October	Festival ends



Premier Sponsorship

Activation period:
January 2025 – December 2025

Cost: £20,000 + VAT

As one of Leeds Digital's Premier Sponsors, your brand will have a prime position across the Leeds Digital and Leeds Digital Festival websites, and all relevant marketing material and digital assets. You will also have the opportunity to attend exclusive events organised by Leeds Digital, benefit from extra support from the Leeds Digital team and expand your reach in the local tech community.

Branding & Marketing Opportunities:

- Branded content hub on Leeds Digital website
- Branded content hub on Leeds Digital Festival website
- 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 featured in Leeds Digital fortnightly newsletter
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity
- Comment opportunities in press activity
- Dedicated sponsorship announcement on our Social Media
- Branded roll-out banner to use at events year-round

Leeds Digital – Branded Content Opportunities:

- Visually highlighted events on the Leeds Digital website
- Visually highlighted articles on the Leeds Digital website
- Editorial support with written articles (insights, news, interviews) published on the Leeds Digital platform
- Guaranteed inclusion of one employee in the 2025 Spotlight series
- Creation of two written articles focused on the Sponsor's needs
- Prioritised inclusion of events and features in Leeds Digital communications

Premier Sponsorship (continued)

Activation period:
January 2025 – December 2025

Cost: £20,000 + VAT

Leeds Digital Festival Opportunities:

- Extended deadline giving 5 additional working days to submit your LDF events
- Visually highlighted events on the Leeds Digital Festival website
- Guaranteed inclusion in Festival paid social media activity
- Guaranteed inclusion of your event(s) in Featured Events section on Festival website
- Guaranteed inclusion of events in organic social media roundups leading up to the Festival
- Guaranteed inclusion of events in mailer event roundups leading up to the Festival
- Meeting with the Leeds Digital team prior to the Festival to discuss ideas for events
- Photographic coverage of at least one event during the Festival
- Access to the LD network to source high-profile guests and speakers
- Speaking opportunities at key Leeds Digital events

Leeds Digital Festival Awards:

- 2 x tickets to the Leeds Digital Festival Awards Event
- Option to sponsor one category at Leeds Digital Festival Awards & present the award to the winner of that category

Networking & Hospitality Opportunities:

- 6 x tickets to the Leeds Digital Festival Launch Event in September
- 2 x tickets to Spring and Autumn exclusive Leeds Digital Sponsors' networking events
- 2 x tickets to the LDF25 event organisers' collaboration event
- 2 x tickets to annual VIP dinner with LDF Board

Launch Sponsorship

Activation period:
January 2025 – December 2025

Cost: £18,000 + VAT

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 most exclusive networking event in the Leeds Digital Calendar with attendees representing Festival sponsors as well as local and regional business and civic leaders.

The Launch will be hosted at the venue which will be determined in partnership with the Festival team.

Your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, and all relevant marketing material and digital assets.

As hosts, you will be responsible for covering costs associated with catering and venue operation.

Branding & Marketing Opportunities:

- Branded content hub on Leeds Digital website
- Branded content hub on Leeds Digital Festival website
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- 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
- Dedicated sponsorship announcement on our Social Media
- Branded roll-out banner to use at events year-round
- Comment opportunities in press activity

Launch Sponsorship (continued)

Activation period:
January 2025 – December 2025

Cost: £18,000 + VAT

Leeds Digital – Branded Content Opportunities:

- Visually highlighted events on the Leeds Digital website
- Visually highlighted articles on the Leeds Digital website
- Editorial support with written articles (insights, news, interviews) published on the Leeds Digital platform
- Guaranteed inclusion of one employee in the 2025 Spotlight series
- Creation of one written article focused on the Sponsor's needs
- Prioritised inclusion of events and features in Leeds Digital communications'

Leeds Digital Festival Opportunities:

- Extended deadline giving 5 additional working days to submit your LDF events
- Visually highlighted events on the Leeds Digital Festival website
- Guaranteed inclusion in Festival paid social media activity
- Guaranteed inclusion of events in organic social media roundups leading up to the Festival
- Guaranteed inclusion of events in mailer event roundups leading up to the Festival
- Guaranteed inclusion of events in Featured Events section on Festival website
- Meeting with the Leeds Digital team prior to the Festival to discuss ideas for events
- Photographic coverage of at least one event during the Festival
- Access to the LD network to source high-profile guests and speakers
- Speaking opportunities at key Leeds Digital events
- Hosting the Leeds Digital Festival Launch Event in September

Networking & Hospitality Opportunities:

- Tickets to the Leeds Digital Festival Launch Event in September – number to be agreed with Leeds Digital team
- 2 x tickets to Spring and Autumn exclusive Leeds Digital Sponsors' networking events
- 2 x tickets to the Leeds Digital Festival Awards Event
- 2 x tickets to the LDF25 event organisers' collaboration event
- 1 x ticket to annual VIP dinner with LDF Board

Executive Sponsorship

Activation period:
January 2025 – December 2025

Cost: £14,000 + VAT

As one of Leeds Digital's Executive Sponsors, your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, and all relevant marketing material and digital assets. You will also have the opportunity to attend exclusive events organised by Leeds Digital, benefit from extra support from the Leeds Digital team and expand your reach in the local tech community.

Branding & Marketing Opportunities:

- Branded content hub on Leeds Digital website
- Branded content hub on Leeds Digital Festival website
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- 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
- Dedicated sponsorship announcement on our Social Media
- Branded roll-out banner to use at events year-round

Leeds Digital – Branded Content Opportunities:

- Visually highlighted events on the Leeds Digital website
- Visually highlighted articles on the Leeds Digital website
- Editorial support with written articles (insights, news, interviews) published on the Leeds Digital platform
- Guaranteed inclusion of one employee in the 2025 Spotlight series
- Creation of one article focused on the Sponsor's needs
- Prioritised inclusion of events and features in Leeds Digital communications

Executive Sponsorship (continued)

Activation period:
January 2025 – December 2025

Cost: £14,000 + VAT

Networking & Hospitality Opportunities:

- 4 x tickets to the Leeds Digital Festival Launch Event in September
- 2 x tickets to Spring and Autumn exclusive Leeds Digital Sponsors' networking events
- 2 x tickets to the Leeds Digital Festival Awards Event
- 2 x tickets to the LDF25 event organisers' collaboration event
- 1 x ticket to annual VIP dinner with LDF Board

Leeds Digital Festival Opportunities:

- Extended deadline giving 5 additional working days to submit your LDF events
- Visually highlighted events on the Leeds Digital Festival website
- Guaranteed inclusion in Festival paid social media activity
- Guaranteed inclusion of events in organic social media roundups leading up to the Festival
- Guaranteed inclusion of events in mailer event roundups leading up to the Festival
- Guaranteed inclusion of events in Featured Events section on Festival website
- Meeting with the Leeds Digital team prior to the Festival to discuss ideas for events
- Photographic coverage of at least one event during the Festival
- Access to the LD network to source high-profile guests and speakers
- Speaking opportunities at key Leeds Digital events

Associate Sponsorship

Activation period:
January 2025 – December 2025

Cost: £3,500 + VAT

As one of Leeds Digital's Associate sponsors your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, and relevant marketing material and digital assets. You will also have the opportunity to attend the exclusive events organised by Leeds Digital.

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 street level and venue posters
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity
- Sponsorship announcement on our Social Media, along with other Associate sponsors.

Leeds Digital – Branded Content Opportunities:

- Visually highlighted events on the Leeds Digital website
- Visually highlighted articles on the Leeds Digital website
- Prioritised inclusion of events and features in Leeds Digital communications

Networking & Hospitality Opportunities:

- 2 x tickets to the Leeds Digital Festival Launch Event in September
- 2 x tickets to Spring and Autumn exclusive Leeds Digital Sponsors' networking events
- 1 x ticket to the LDF25 event organisers' collaboration event

Leeds Digital Festival Opportunities

- Visually highlighted events on the Leeds Digital Festival website
- Priority in the inclusion of your events in Leeds Digital Festival marketing materials
- Guaranteed inclusion of events in organic social media roundups leading up to the Festival
- Guaranteed inclusion of events in mailer event roundups leading up to the Festival
- Guaranteed inclusion of events in Featured Events section on Festival website

2025 Leeds Digital Sponsorship Packages

	Premier £20000	Launch £18000	Executive £14000	Associate £3500
Branding Opportunities				
Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity	●	●	●	●
Logo on Leeds Digital sponsors page	●	●	●	●
Logo on Leeds Digital Festival sponsors page	●	●	●	●
Logo on all street level and venue posters	●	●	●	●
Sponsorship announcement (dedicated post)	●	●	●	
Sponsorship announcement (shared post)				●
Branded content hub on Leeds Digital website	●	●	●	
Branded content hub on Leeds Digital Festival website	●	●	●	
Branded roll-out banner to use at events year-round	●	●	●	
Comment opportunities in press activity	●	●		
Logo on Leeds Digital homepage	●			
Logo on Leeds Digital Festival homepage	●			
Logo included in Leeds Digital fortnightly newsletter	●			
Leeds Digital - Branded Content Opportunities				
Prioritised inclusion of events and features in Leeds Digital communications	●	●	●	●
Visually highlighted events on the Leeds Digital website	●	●	●	●
Visually highlighted articles on the Leeds Digital website	●	●	●	●
Editorial support with written articles (insights, news, interviews)	●	●	●	
Guaranteed inclusion of one employee in the 2025 Spotlight series	●	●	●	
Creation of written articles focused on the Sponsor's needs	x2	x1	x1	

	Premier	Launch	Executive	Associate
Networking & Hospitality Opportunities				
Tickets to Spring and Autumn exclusive Leeds Digital Sponsors' networking events	x2	x2	x2	x2
Tickets to the LDF25 Event Organisers Collaboration Event	x2	x2	x2	x1
Tickets to the Leeds Digital Festival Launch Event in September	x6	TBD	x4	x2
Ticket(s) to annual VIP dinner with LDF Board	x2	x1	x1	
Leeds Digital Festival Awards				
Option to sponsor one category at Leeds Digital Festival Awards & present the award to the winner of that category	●			
Tickets to the Leeds Digital Festival Awards Event	x2	x2	x2	
Leeds Digital Festival Opportunities				
Visually highlighted events on the Leeds Digital Festival website	●	●	●	●
Extended deadline giving 5 additional working days to submit your LDF events	●	●	●	
Guaranteed inclusion in Festival paid social media activity	●	●	●	
Guaranteed inclusion of events in organic social media roundups leading up to the Festival	●	●	●	●
Guaranteed inclusion of events in mailer event roundups leading up to the Festival	●	●	●	●
Guaranteed inclusion of events in Featured Events section on Festival website	●	●	●	●
Meeting with the LD team prior to the Festival to discuss ideas for events	●	●	●	
Speaking opportunities at key LD events	●	●	●	
Access to the LD network to source high-profile guests and speakers	●	●	●	●
Photographic coverage of at least one event during the Festival	●	●	●	
Hosting the Leeds Digital Festival Launch Event in September		●		



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 our Operations and Sponsorship Manager, Claire Clarke, at claire@leedsdigital.org

www.leedsdigital.org | www.leedsdigitalfestival.org