

EOA SPONSORSHIP OPPORTUNITIES 2019



BETTER BUSINESS TOGETHER



SPONSORSHIP OPPORTUNITIES 2019

AS THE LEADING VOICE FOR EMPLOYEE OWNERSHIP THE EOA HAS A MISSION TO GROW THE SIZE AND THE IMPACT OF THE EMPLOYEE OWNED SECTOR.

AS A MEMBERSHIP ORGANISATION WITH A NETWORK OF 330+ BUSINESSES WE ALSO SUPPORT THE DEVELOPMENT OF EMPLOYEE OWNED BUSINESSES.

THIS BROCHURE GIVES THE SCOPE OF SPONSORSHIP OPPORTUNITIES TO ALIGN YOUR BRAND WITH THAT OF THE EOA IN ITS 40TH YEAR.

DEB OXLEY, EOA

PREVIOUS SPONSORS (INCLUDE)

BAXENDALE

ARUP

M M
MOTT
MACDONALD

Cambridge

my CSP

Postlethwaite
EMPLOYEE OWNERSHIP LAWYERS

Capital for Colleagues
Backing Better Business
ADVISED BY CASTLEFIELD

BMT Group

THE OPPORTUNITY OF SPONSORSHIP

YOUR BRAND ASSOCIATED WITH

OUR CAMPAIGNING FOR BETTER BUSINESS



National, regional
and specialist
media coverage
150+ pieces in 2018



3M REACH
EO DAY VIA TWITTER

INQUIRY INTO EMPLOYEE OWNERSHIP WITH:



Evidence from
100+
BUSINESSES

Collaborating with
UK 20
business organisation

Report
**Ownership
Dividend**



YOUR BRAND INFRONT OF

OUR NETWORK + CHAMPIONS AND ADVOCATES OF EO

330
BUSINESSES

2000+
ATTENDING
EO EVENTS &
NETWORKS

700 ATTENDANCE
**EOA ANNUAL
CONFERENCE**

ADVISING & SUPPORTING



Business &
Employee owners



Government &
policy makers

BENEFITS OF SPONSORSHIP

EOA+YOU

Co-branded marketing on
event based collateral



Your company
brand on the
EOA website
or EO Hub

Speaking
opportunities



Displaying
a company
stand



SIGNATURE EVENTS

We offer a range of sponsorship opportunities linked to our events, including full event, drinks receptions, branded gifts, event brochures, collateral and speaking opportunities.

You can benefit by getting your brand next to ours and directly into the hands of our event attendees, which range in audience size from 150-700 or demonstrate your advocacy for the values of employee ownership by supporting EOA activity. For 2019 there is the opportunity to create a bespoke EOA40 events and activity sponsorship package.



TALK TO
US ABOUT
BESPOKE
SPONSORSHIP
FOR EOA40



*This list of opportunities is not exhaustive and we are happy to discuss bespoke opportunities to support the EOA in achieving its objectives and also meeting yours.



EOA SUMMER DINNER

The EOA Summer Dinner is an EOA member only event that provides a unique opportunity to network with other EOA members in the impressive surroundings of the Members' Dining Room at The Palace of Westminster.

A Drinks Reception and three course meal are served to 150+ members who gather to network and listen to a speaker from the world of politics. Speakers have included Phillip Blond of ResPublica, Baroness Bowles of Berkhamsted and former Waitrose MD Mark Price.

There are three different sponsorship opportunities linked to this event:

- The Dinner which includes a speaking opportunity
- The Drinks Reception which includes a table for 10 at the Dinner
- A gift which is placed on every dinner setting

See the table at the end of this document for details and prices or ring (01482 667122)



ROBERT OAKESHOTT LECTURE

The Robert Oakeshott Lecture is an annual event that commemorates and celebrates of the life and legacy of the EOA's founder.

Each year in his memory the EOA invites an industry leader to deliver a lecture that is topical relating to better ways of doing business, which in previous years has included CEO of Grant Thornton Sacha Romanovitch, Economist and Journalist Will Hutton, Chair of John Lewis

Partnership Sir Charlie Mayfield and in 2018 Dame Steve Shirley.

Regularly drawing an audience of 170 to 200 attendees, of both EOA members and non-members, 2019's lecture will be a key focus of the EOA 40 celebrations.

UK EMPLOYEE OWNERSHIP AWARDS

The UK Employee Ownership Awards celebrate the significant contribution employee owned businesses make to the UK economy at the Gala Dinner which is traditionally held on the first evening of the EOA Annual Conference.

The awards, which recognise the productivity and excellence driven by teams and individuals in employee owned businesses, generate stories and

publicity of how employee owned businesses use their structures and cultures to empower employees to drive performance.

The sponsors brand can be used throughout the application, shortlisting and award event using the EOA's channels and beyond.

See the price list at the back of this document for further details or call (01482) 667122



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EOA ANNUAL CONFERENCE

In 2019 the EOA will host its 14th Annual Conference, the place where employee ownership meets and where an expected 700 delegates will attend to be involved in networking sessions, be informed via a wide choice of learning seminars and workshops and be inspired by keynote speakers at the Hilton Metropole in Birmingham.

The two-day conference now sells out as the main event in the employee ownership calendar.

See a list of opportunities linked to the conference in the table at the end of this brochure.



*A copy of the video will be sent to the sponsor for their own use.

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TRUSTEE DINNER

As the EOA continues to grow its impact, our Trustee Members make a unique contribution to this, through advocacy, profile and financial support.

The EOA Annual Trustee Dinner allows Trustee Members to share insights and opinions about the big topics of the day that are relevant to the employee owned sector.



EO HUB

The EO Hub is the EOA's online platform and app where members can network with their peers, share best practice, get advice and support and access key supporting documents in the resource library.

As well as supporting members on their journey to employee ownership or to grow as employee owned businesses, the hub offers members the opportunity to share their stories, promote their services as well as having access to information about EOA events and activities.



WANT TO
CONNECT
WITH EOA
MEMBERS?

THERE'S AN APP FOR THAT!





EOA CAMPAIGNS AND ACTIVITY

Through our campaigns and activity we look to raise awareness, create understanding and develop insights into employee ownership.

You can support our work and raise your profile via supporting our annual campaign EO Day through sponsoring the campaign, or an event, or work with us on something more bespoke such as

commissioning research or work that supports the roll-out of the latest research report the Ownership Dividend.

There are additional opportunities to sponsor campaign activity in the EOA40 year. This could include:

- Public Affairs/Parliamentary Reception
- Futurist event/round table

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EO DAY 2019

EO Day is a national celebration of employee ownership which sees the sector raising awareness of the positive impact employee owned businesses have on the UK economy, employees and communities.

To help make some noise employee owned businesses and advocates for employee ownership host related events and workshops, share their business success stories with customers, suppliers,

MPs, VIPs or the media or hold staff celebrations from picnics, BBQs and cake bakes to company updates or activity sessions.

All the EO Day activity is shared via social media with pictures and videos across Twitter, LinkedIn, Instagram and Facebook using marketing collateral provided by the EOA.

Cambridge
Weight Plan



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BESPOKE CAMPAIGNS AND RESEARCH

You can also work with us on a bespoke event, piece of research or campaign that reaches out to people about employee ownership or related topics.

For example, in 2017 the EOA and Scottish Enterprise jointly commissioned the Trust Survey which resulted in media coverage, the creation of infographics and associated activity on social media.

Also in 2018 the conclusion of the year-long Ownership Effect Inquiry concluded with the launch of the evidence report the Ownership Dividend. Evidence from more than 100+ employee owned businesses or those who advise employee owned businesses was heard by a panel of the UK's 20 most

important business organisations including the IoD, ICAEW, ScaleUp Institute, The LEP Network, FSB and Institute of Family Businesses, Supported by The eaga Trust, John Lewis Partnership and led by the EOA with academic support from Cass Business School and the Manchester Alliance Business School.

The panel concluded that there is a significant dividend to be obtained by increasing the number of employee owned businesses in the UK and the work to roll this out with partners will continue throughout 2019.

44%
MORE LIKELY TO

**APPLY FOR A JOB
AT AN EMPLOYEE
OWNED BUSINESS**

* UNWEIGHTED BASE: ALL GB ADULTS (2160)

**58%
AGREE**

THAT EMPLOYEE OWNED
BUSINESSES ARE MORE
TRUSTWORTHY THAN
BUSINESSES NOT OWNED
BY THEIR EMPLOYEES

* UNWEIGHTED BASE: ALL GB ADULTS (2160)

41%
MORE LIKELY TO
BUY PRODUCTS OR
SERVICES FROM A
BUSINESS THAT IS
EMPLOYEE OWNED

* UNWEIGHTED BASE: ALL GB ADULTS (2160)

**PRODUCTIVITY IN
EMPLOYEE OWNERSHIP
TOP 50 HAS RISEN
YEAR-ON-YEAR**



**COMPARED TO UK
PRODUCTIVITY WHICH FELL BY
0.1% DURING Q1 2017 TO Q1 2018**

TOP 50 EMPLOYEE OWNED BUSINESSES 2018

**TOP 50 TOTAL EMPLOYEES
HAS GROWN FROM**

**151,000
TO
171,000
OVER A 5 YEAR PERIOD**

TOP 50 EMPLOYEE OWNED BUSINESSES 2018

**IN 5 YEARS
THE NUMBER
OF EMPLOYEES
IT TAKES TO
QUALIFY IN
THE TOP 50 HAS
RISEN BY 172%**

**143
IN 2013**

**389
IN 2018**

TOP 50 EMPLOYEE OWNED BUSINESSES 2018

SPONSORSHIP OPPORTUNITIES

ACTIVITY	OPPORTUNITY	COST
EOA Annual Conference	Main sponsorship of The EOA Annual Conference for 700 delegates	Contact To Discuss
EOA Annual Conference	Sponsorship of the Drinks Reception ahead of the Gala Dinner and UK Employee Ownership Awards, includes speaking opportunity	£5,000
EOA Annual Conference	Sponsorship of the Conference Video which captures footage of the event and is played at the event close, and will feature the sponsor. A copy of the video will be sent to the sponsor for their own use	SPONSORED
EOA Annual Conference	Sponsorship of a branded notebook and pen which is handed to all delegates	£5,000
EOA Annual Conference	Sponsorship of the Conference branded Delegate Gift which is handed to all delegates	£5,000
EOA Annual Conference	Main sponsorship of The Ownership Inquirer, the conference newspaper featuring the UK Employee Ownership Awards	£6,000
EOA Annual Conference	Sponsorship of the Conference Delegate Guide which is handed to all delegates	£2,000
EOA Annual Conference	Sponsorship of the conference compere who will host the Gala Dinner, the second day plenaries and play a role in the keynote speaker sessions.	£5,000
EOA Annual Conference	An advertising page in the Conference Delegate Guide	£1,000
UK EO Awards	Exclusive sponsorship of the industry awards programme and presentation ceremony at the EOA Annual Conference Gala Dinner	IN DISCUSSION
Robert Oakeshott Lecture	Sponsorship of the annual memorial to Robert Oakeshott who was the Founder of the EOA	SPONSORED
EOA Summer Dinner at The Palace of Westminster	Exclusive sponsorship of the pre dinner Drinks Reception for 150 people	SPONSORED

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SPONSORSHIP OPPORTUNITIES

ACTIVITY	OPPORTUNITY	COST
EOA Summer Dinner at The Palace of Westminster	Exclusive sponsorship of The EOA Summer Dinner for 150 people including speaking opportunity	SPONSORED
EOA Summer Dinner at The Palace of Westminster	Sponsorship of a gift for 150 guests	£4,000
EOA Annual Trustee Dinner	Exclusive sponsorship opportunity to host the second EOA Trustee Dinner – an exclusive event for Trustee Members of the EOA to network over dinner with a key theme for discussion.	SPONSORED
The EO Hub	Annual main sponsorship of the EO Hub	£5,000
The EO Hub	Advertise your brand on the EO Hub as part of a campaign for a six or twelve month period	£2,000 / £3,500
The EO Hub	Use the Member Offers feature to promote a product or service for your business	£100
EO Day	Exclusive sponsorship of annual national campaign of celebration	£5,000
EO Day	Exclusive sponsorship of the signature event to mark EO Day	£7,500 - £10,000
EOA40 events and campaigns package	Opportunity to sponsor key EOA40 events plus some EOA40 campaigning activity	Dependent on activity
EO Research	Exclusive sponsor of new research and insight to support growth and awareness of employee ownership	Dependent on activity
EO Campaign	Sponsorship of awareness and marketing campaigns to support growth and awareness of employee ownership	Dependent on activity

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OPPORTUNITY OF SPONSORSHIP

To discuss the enclosed sponsorship opportunities with the EOA please contact

Oliver Smith

Head of Membership

(01482) 667 122

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🐦 : @EmployeeOwned

f : /EmployeeOwnershipAssociation

in : Employee Ownership Association

@ : /employeeownershipassociation

YouTube : EOA

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This list of opportunities is not exhaustive therefore if you would like to support the EOA in its objectives via alternative bespoke activity then please do get in touch for a discussion.