

SPONSORSHIP OPPORTUNITIES

Northern Power Towns Parliamentary Reception

Wednesday 22nd April 2026

1:00pm - 4:00pm

Terrace Pavilion, House of Commons, Westminster

Introduction

Downtown in Business (DIB) is proud to present the **Northern Power Towns Parliamentary Reception**, a high-level gathering in the heart of Westminster bringing together civic leaders, business influencers, investors, and parliamentarians to champion the economic potential of **Cheshire, Lancashire, and Cumbria**.

This prestigious event will celebrate the ambition and innovation of towns across the North of England—those driving regeneration, enterprise, and opportunity—and will serve as a platform to promote **devolution, inward investment, and private-public collaboration**.

The reception will shine a national spotlight on the “Northern Power Towns” agenda, building momentum behind plans to:

- Secure meaningful **devolution settlements** for Cheshire, Lancashire, and Cumbria.
- **Attract private sector and foreign direct investment (FDI)** into regional growth projects.
- **Lobby for additional government funding** to support business-led regeneration.
- **Raise the profile** of the Northern Power Towns network across Westminster, Whitehall, and the UK’s business community.

Hosted by Downtown in Business in partnership with key regional stakeholders, this event will convene over **150 senior figures** from politics, business, and the media.

Proposal Author:

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| Event Overview

- **Event:** Northern Power Towns Parliamentary Reception
- **Venue:** House of Commons, Terrace Pavilion, Westminster
- **Date:** Wednesday 22nd April 2026
- **Audience:** MPs, Peers, senior local authority leaders, chief executives, investors, and regional business figures
- **Format:** Networking reception with keynote remarks from senior political and business leaders, followed by informal discussion and media opportunities

Purpose and Outcomes

The reception will:

- Present a **united Northern Power Towns growth plan** calling for greater local control over investment, skills, and infrastructure.
- Showcase **case studies** of regeneration, innovation, and growth from across Cheshire, Lancashire, and Cumbria.
- Launch the **Northern Power Towns Investment Prospectus**, highlighting a pipeline of strategic projects.
- Build relationships between **national decision-makers and regional leaders**.
- Strengthen the Northern Power Towns group as a **key convenor and advocate** for private sector-led growth in the North.



| **Headline Sponsorship**

£9,995.00 + VAT

2 Available

Exclusive Benefits:

- ✓ Co-branding on all event materials, media releases, and invitations.
- ✓ Prominent logo placement on podium signage, banners, and digital assets.
- ✓ Opportunity to deliver **official sponsor remarks** during the reception.
- ✓ Inclusion in all pre- and post-event PR and social media campaigns.
- ✓ Dedicated feature in the Downtown in Business digital magazine and newsletter (20,000+ subscribers).
- ✓ Opportunity to host **a private pre-event roundtable** with MPs and local government leaders.
- ✓ Inclusion in follow-up Westminster and regional lobbying activity, including post-reception dinner in the Northwest.
- ✓ Ten complimentary invitations for your team and guests.



| Supporting Sponsor

£4,995.00 + VAT

4 Available

Benefits:

- ✓ Branding on event collateral, step-and-repeat media board, and promotional content.
- ✓ Recognition in opening and closing remarks at the event.
- ✓ Invitation to the pre-reception dinner with MPs and local government leaders.
- ✓ Invitation to the post-reception dinner in the Northwest.
- ✓ Inclusion in PR and social media promotion pre- and post-event.
- ✓ Four complimentary invitations.
- ✓ Option to supply branded material for delegate gift bags or digital delegate packs.

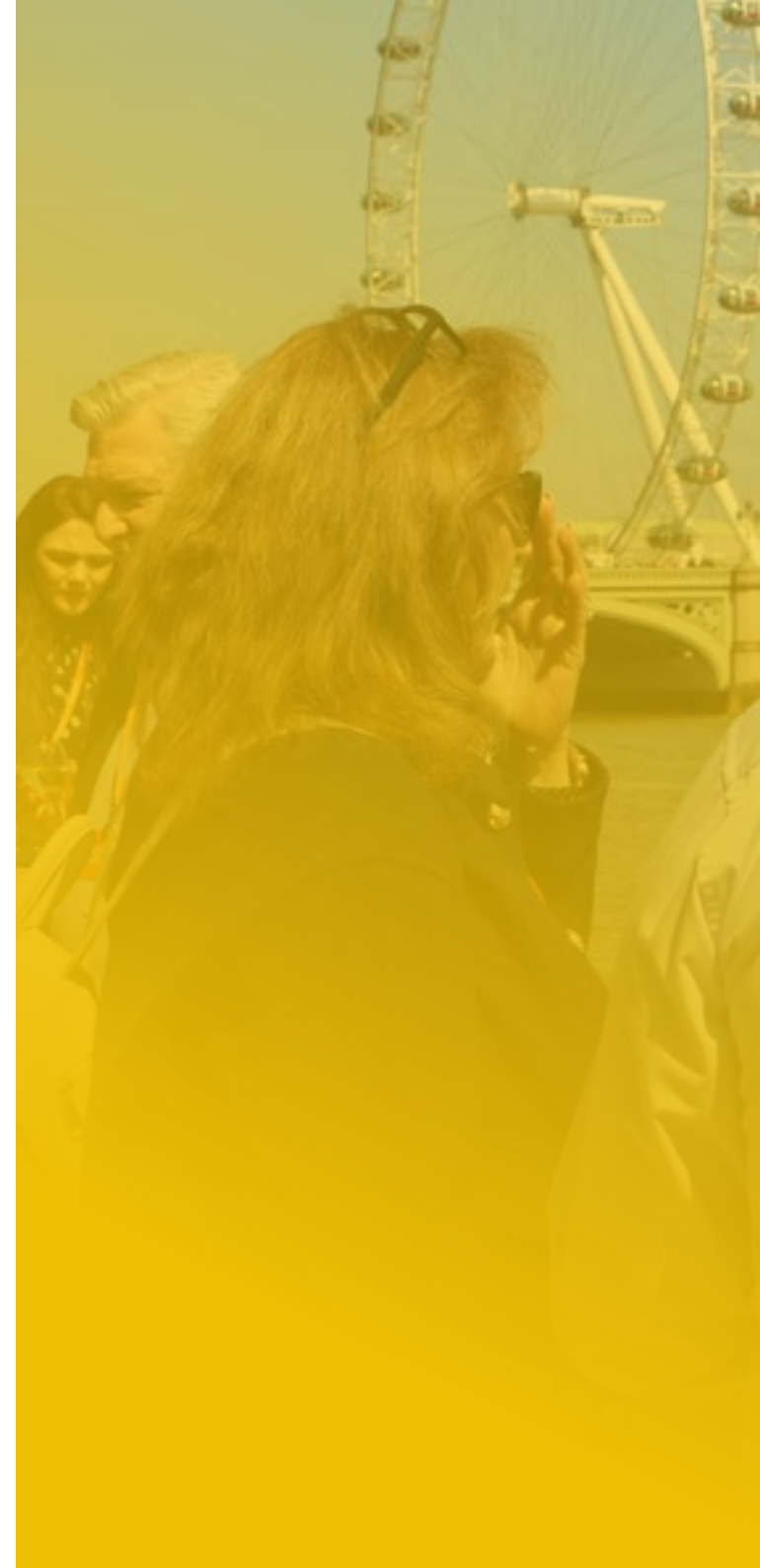
| Drinks Reception Sponsor

£2,850.00 + VAT

1 Available

Benefits:

- ✓ Branding at the bar area and on drinks menu.
- ✓ Mention in all press materials and speeches as the official Drinks Reception Sponsor.
- ✓ Option to feature company branding on welcome reception drink
- ✓ Four complimentary invitations to the reception.
- ✓ Invitation to the pre-reception dinner with MPs and local government leaders.
- ✓ Invitation to the post-reception dinner in the Northwest.



Individual Partner Sponsor

£1,500.00 + VAT

Benefits:

- ✓ Logo on event materials and social media posts.
- ✓ Two complimentary invitations.
- ✓ Recognition on the Downtown in Business website and in post-event report.
- ✓ Invitation to the pre-reception dinner with MPs and local government leaders.
- ✓ Invitation to the post-reception dinner in the Northwest.



Promotion & Media Coverage

Downtown in Business will deliver a **comprehensive promotional campaign** to maximise sponsor visibility:

- ✓ Pre-event coverage across DIB's regional platforms (Liverpool, Manchester, Birmingham, Lancashire, Cheshire, and London).
- ✓ Inclusion in targeted newsletters, social media, and podcasts.
- ✓ Post-event press release distributed to national, regional, and trade media.
- ✓ Photography, video content, and short interview clips shared via DIB channels.

? | Why Partner with Downtown in Business

By sponsoring the Northern Power Towns Parliamentary Reception, your organisation will:

- ✓ Align with **a powerful Northern economic growth narrative** at the centre of the national debate on devolution and levelling up.
- ✓ Gain **exclusive access to decision-makers** shaping policy, funding, and investment priorities.
- ✓ Enhance your corporate reputation as a **champion of regional prosperity and innovation**.
- ✓ Benefit from Downtown's proven track record in **connecting the private and public sectors** to deliver tangible results.



➔ | Next Steps

To discuss sponsorship options or secure your partnership, please contact:

Frank McKenna, Chief Executive & Group Chairman, Downtown in Business



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About Downtown in Business

Award winning Downtown in Business (DIB) is the fastest growing business organisation in the North of England and the West Midlands, with offices in Liverpool, Lancashire, Manchester, Leeds, Birmingham, Cheshire, Wolverhampton, Newcastle, and London. DIB was named by the Sunday Times business team as one of the most influential business organisations in the North.

With a strong membership of companies from across the country, and a quality network of connections within the private and public sector, DIB is well placed to connect industry leaders with political leaders and public sector decision-makers.

Our membership represents a diverse range of sectors and includes ambitious small and medium enterprises, alongside some of the biggest companies in the UK. DIB works in partnership with many public-sector agencies and quasi- public- sector organisations including Combined Authorities and mayoral offices, local authorities, and Whitehall government departments.

DIB also has strategic partnerships with Manchester City Council, Marketing Manchester, Leeds City Council, the Northern Power Towns Association, the Chester BID Company, the Preston Partnership, the West Midlands Growth Hub, Invest Wolverhampton, Invest Newcastle, the Liverpool City Region Combined Authority, Best for Britain, and the Tony Blair Institute.

DIB works in partnership with Liverpool, Manchester, Birmingham, Wolverhampton, Newcastle, Lancashire, Cheshire, and Leeds on the property festivals MIPIM and UKREiiF.

In addition to offering excellent B2B services, DIB is a leading independent lobbying business group, and influences at local, regional, national, and international level.

DIB boasts an exclusive database of over 30,000 contacts and an additional 40,000 plus followers on social media platforms, enabling us to market and profile your organisation to our extensive list of supporters and followers.

Downtown In Business

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