

MIPIIM 2027 Sponsorship Proposal

MIPIIM 2027: 15th - 19th March 2027

**WHERE
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Downtown In Business
MIPIIM 2027

DIB AT MIPIIM THE TRACK RECORD

Over the past five years, Downtown in Business has transformed its presence at MIPIIM from a small networking delegation into one of the most respected and influential private sector-led programmes in Cannes.

What began as a focused initiative to connect members with key figures in regeneration, investment and local government has evolved into a major platform for deal-making, profile raising and building strategic partnerships across the UK's regional cities.

Year on year, the DIB programme has grown in scale, profile and influence.

Our events attract senior political leaders, council chief executives, investors, developers, contractors, advisers and business leaders from across the UK and beyond. We have built a reputation for creating the conversations that matter, bringing together public and private sector decision-makers in an environment focused on delivery.

Downtown in Business has become particularly recognised for its ability to bridge the gap between civic ambition and commercial opportunity.

Through curated meetings, high-level roundtables, networking receptions and thought leadership events, we have helped our partners build relationships, open doors, generate opportunities and strengthen their presence within some of the UK's most exciting growth markets.

Our expanding role has mirrored the increasing confidence and ambition of the cities we support -particularly Birmingham, Liverpool, Manchester, Leeds and Newcastle- all of which have used MIPIIM as a platform to showcase transformational regeneration opportunities and attract investment.

The 2026 programme represented a significant milestone in that journey.

With a strong private sector delegation and a packed programme of events, meetings and showcases, Downtown in Business delivered what many delegates, partners and city leaders described as the best private sector-led programme in Cannes.

The combination of high-quality events, meaningful introductions, influential attendees and genuine commercial focus ensured that DIB stood out in an increasingly crowded MIPIIM landscape.

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DIB AT MIPIM THE TRACK RECORD

More importantly, the programme delivered outcomes.

Business relationships were strengthened. New partnerships were formed. Private sector delegates secured direct connections to senior civic leaders and major development stakeholders. Our public sector partners benefitted from enhanced engagement with investors, developers and commercial organisations looking to support growth ambitions across their city regions.

MIPIM 2027 is the next stage of that evolution.

Downtown in Business is now looking to go bigger, bolder and more ambitious than ever before - expanding our delegation, enhancing our events programme, increasing international engagement and creating even greater opportunities for sponsors and partners to raise their profile and grow their business.

For organisations serious about development, regeneration, investment and influence in the UK's regional economies, there is no better platform in Cannes.

**WATCH OUR
MIPIM 2026 VIDEO**



INTRODUCTION

“PUT YOUR BUSINESS IN THE ROOM WHERE DECISION ARE MADE”

THE OPPORTUNITY

MIPIM is not a networking event. It is a deal-making marketplace.

Downtown in Business (DIB) will take an expanded, high-calibre private sector delegation to Cannes in 2027 - bringing together developers, investors, contractors, advisers, and innovators from across the UK's leading regional economies.

The role of Downtown in Business is to put the key decision-makers from the private and public sector together in the same rooms – and facilitate meetings with your key target audience that lead to a genuine ROI for you.



WHAT YOU GET

DIRECT ACCESS TO DECISION-MAKERS

We curate meetings with:

- Metro mayors, council leaders, and CEOs
- Regeneration and planning directors
- Institutional investors and global funds
- Major developers and delivery partners
- 1 X pass to conference centre and exhibition hall

*Additional tickets available on request



WHAT YOU GET

PREMIUM POSITIONING AT HIGH-PROFILE EVENTS

Sponsors are embedded into our Cannes programme:

- **Leaders Lunch (flagship event)**
- **Investment & Development Roundtables**
- **Private networking receptions**
- **City-focused showcases**



WHAT YOU GET

STRATEGIC INTRODUCTIONS (PRE, DURING, POST MIPIM)

- Pre-arranged meetings before arrival
- On-the-ground facilitation in Cannes
- Post-MIPIM follow-up programme



WHAT YOU GET

BRAND VISIBILITY & THOUGHT LEADERSHIP

- Featured across DIB's marketing (LinkedIn, Substack, press, media)
- Interview opportunities and video content in Cannes
- Speaking roles across the programme
- Inclusion in "Meet the Delegation" campaigns



WHAT YOU GET

YEAR-ROUND COMMERCIAL VALUE

This is not a one-week offer:

- Invitations to DIB MIPIM focussed events across the UK
- Access to our city-region networks
- Ongoing introductions to public and private sector leaders



THE BOTTOM LINE

If you want:

- Connections with public sector clients
- Access to the conference centre and exhibition zone
- Visibility with key private sector partners and stakeholders
- A stronger pipeline in key UK cities
- A genuine community alongside you in Cannes
- National, regional and local reach

Then the Downtown in Business MIPIIM programme is for you.

Partnership fee: £10,995.00 Plus VAT

For further information contact

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Downtown In Business

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