

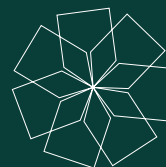


**WEST
MIDLANDS**
GROWTH COMPANY



BIRMINGHAM & THE WEST MIDLANDS AT **MIPIM 2027**

**SPONSORSHIP
OPPORTUNITIES**



**BIRMINGHAM
& THE WEST MIDLANDS**
AT MIPIM 2027

BIRMINGHAM & THE WEST MIDLANDS AT MIPIM

16-19 MARCH 2027

PALAIS DES FESTIVALS, CANNES, FRANCE

Birmingham & the West Midlands is returning to MIPIM 2027 with a brand-new pavilion on the Croisette.

An impressive public-private delegation led by Richard Parker, Mayor of the West Midlands, and Joanne Roney CBE, Managing Director of Birmingham City Council, will showcase over £20 billion of investment opportunities to a global audience.

Major announcements in 2026, including the launch of the Birmingham East Mayoral Development Corporation and the £3.8 billion West Midlands Futures Fund, reflect the scale of growth and opportunity across the region. MIPIM represents a key moment in the real estate calendar to continue this momentum.

The West Midlands Growth Company (WMGC) is seeking a limited number of market-leading sponsors to join the region and play a key role in shaping Birmingham & the West Midlands' presence at Europe's leading real estate conference.

As part of our senior delegation, your organisation will benefit from branding and promotional opportunities, as well as access to private events and networking with global audiences, senior city and regional leadership, and peers across the West Midlands ecosystem, enhancing the value of your attendance at MIPIM 2027.

We are at a pivotal moment in the region's growth story and MIPIM 2027 represents a fantastic opportunity for you to be part of it.



DEVELOPMENT

£8,950*

For investors, developers & housebuilders across the real estate and infrastructure sector contributing to Birmingham & the West Midlands' story, seeking an impact on the global stage.

Development sponsors will be contributing to Birmingham & the West Midlands MIPIM 2027 programme and presence, which includes a brand NEW pavilion on the Croisette.

PRE-EVENT	1 x invite to Birmingham & the West Midlands at MIPIM sponsors' dinner on 11 February 2027
	2 x invites to Birmingham & the West Midlands at MIPIM pre-event briefing on 4 March 2027
	Opportunity to propose key announcements that will be considered for headline comms
	WMGC business development support on investor engagement and introductions
	Access to additional sponsorship opportunities
	Access to purchase affiliate-rate delegate passes (price on request)**
IN-EVENT	NEW FOR 2027 2 x invites to VIP Mayoral reception (followed by Birmingham & the West Midlands at MIPIM welcome drinks) on 15 March 2027
	1 x seat at Birmingham & the West Midlands table at the UK Cities dinner on 16 March 2027
	1 x invite to private Birmingham & the West Midlands at MIPIM investment lunch on 17 March 2027
	Priority invites to key partner-led events, such as the RE:UK Investor Breakfast
	NEW FOR 2027 1 x invite to a curated roundtable hosted at Birmingham & the West Midlands pavilion
	NEW FOR 2027 Bookable outdoor meeting space at Birmingham & the West Midlands pavilion***
BRAND RECOGNITION & PROMOTION	Company logo on the Invest West Midlands MIPIM 2027 website
	Company logo on Birmingham & the West Midlands Pavilion
	Use of "Birmingham & the West Midlands at MIPIM 2027" digital assets
	Relevant brand recognition at Birmingham & the West Midlands at MIPIM 2027 events (e.g. digital sponsor board and/or speeches)
	Listed as an official sponsor of Birmingham & the West Midlands at MIPIM 2027 across all event social media and other content marketing
	Listed as an official sponsor across relevant media, including press releases
	Promotion of sponsor's own MIPIM 2027 fringe events and/or digital content within our own event promotion
	Enhanced promotion of West Midlands schemes via Site Selection WM

*Prices are exclusive of VAT

**Pass price dependent on deadlines (increases apply)

***Shared availability with other Development/Advisory Sponsors

ADVISORY

£6,500*

For market-leading organisations operating in the vital West Midlands real estate advisory sector seeking a platform to showcase their capabilities on the global stage.

Advisory sponsors will be contributing to Birmingham & the West Midlands MIPIM 2027 programme and presence, which includes a brand NEW pavilion on the Croisette.

PRE-EVENT	1 x invite to Birmingham & the West Midlands at MIPIM sponsors' dinner on 11 February 2027
	2 x invites to Birmingham & the West Midlands at MIPIM pre-event briefing on 4 March 2027
	Opportunity to propose key announcements that will be considered for headline comms
	Access to additional sponsorship opportunities
	Access to purchase affiliate-rate delegate passes (price on request)**
IN-EVENT	NEW FOR 2027 2 x invites to VIP Mayoral reception (followed by Birmingham & the West Midlands at MIPIM welcome drinks) on 15 March 2027
	1 x seat at Birmingham & the West Midlands table at the UK Cities dinner on 16 March 2027
	NEW FOR 2027 1 x invite to a curated roundtable hosted at Birmingham & the West Midlands pavilion
	NEW FOR 2027 Bookable outdoor meeting space at Birmingham & the West Midlands pavilion***
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	Listed as an official sponsor of Birmingham & the West Midlands at MIPIM 2027 across relevant media, including press releases
	Promotion of sponsor's own MIPIM 2027 fringe events and/or digital content within our own event promotion

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SUPPORTER

£1,750*

For organisations operating in the West Midlands real estate sector seeking to support the official presence at MIPIIM and be part of the team showcasing the region on the global stage.

Supporter sponsors will be contributing to Birmingham & the West Midlands MIPIIM 2027 programme and presence, which includes a brand NEW pavilion on the Croisette.

PRE-EVENT	1 x invite to Birmingham & the West Midlands at MIPIIM pre-event briefing on 4 March 2027
	Access to purchase affiliate-rate delegate passes (price on request)**
IN-EVENT	NEW FOR 2027 1 x invite to VIP Mayoral reception (followed by Birmingham & the West Midlands at MIPIIM welcome drinks) on 15 March 2027
BRAND RECOGNITION & PROMOTION	Company logo on the Invest West Midlands MIPIIM 2027 website
	Company logo on Birmingham & the West Midlands Pavilion
	Relevant brand recognition at Birmingham & the West Midlands at MIPIIM 2027 events (e.g. digital sponsor board)
	Use of "Birmingham & the West Midlands at MIPIIM 2027" digital assets



*Prices are exclusive of VAT

**Pass price dependent on deadlines (increases apply)

BESPOKE SPONSORSHIP OPPORTUNITIES

Headline sponsor of Birmingham & the West Midlands at MIPIIM welcome drinks £10,000 +VAT

Headline sponsor of Sundowner Drinks on Birmingham & the West Midlands pavilion £8,000 +VAT

Birmingham & the West Midlands Pavilion Breakfast Roundtable £6,950 +VAT

* The above represents opportunities to access additional activity and branding as part of the official Birmingham & the West Midlands at MIPIIM 2027 presence and activity, and sponsors are invited to co-curate these additional opportunities with WMGC. These opportunities are limited, and take-up remains at WMGC's discretion.

Get in touch to explore our sponsorship opportunities.

ALICE WYNNE

Commercial Partnerships Lead

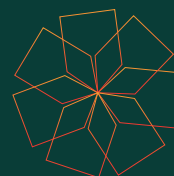
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