WEST MIDLANDS GROWTH COMPANY







WEST MIDLANDS UKREiiF 2027

SPONSORSHIP OPPORTUNITIES

18-20 May 2027

Royal Armouries Museum and New Dock, Leeds City Centre

UK GROWTH STARTS HERE[WM]

With our track record in housing delivery, one of Europe's youngest demographics, and the UK's largest regional economy, **the West Midlands is writing the UK's growth story.**



UK'S LARGEST AND FASTEST-SCALING REGION

£129bn
regional economy

4.4m
people

220k
students

73k
graduates

WORLD-CLASS CONNECTIVITY

90%
of the UK population within 4 hours

140+
direct flight destinations

£1.7bn
Midlands Rail Hub
300 more trains a day

5
new rail stations opened in 2026

<50min
HS2 connecting Birmingham to London



STABILITY & FUNDING

£3.8bn
West Midlands Futures Fund

4,594 new homes completed in Birmingham

25/26 record year for WMCA supported homes

£1bn deployed in housing & land funds since 2018

MAGNET FOR GLOBAL CAPITAL

TOP 20
European region for foreign direct investment

Highest level of FDI managed by any regional city in the last decade

INNOVATION & THE UK INDUSTRIAL STRATEGY

100+
commercial testbeds, accelerators and innovation hubs

6
research-intensive universities

Flagship government-backed Investment Zone across Birmingham, Wolverhampton and Coventry, accelerating next-generation technologies

ABOUT UKREiiF

UKREiiF is the UK's largest real estate and infrastructure conference. Having grown exponentially since its establishment in 2022, the event has become a staple in the real estate calendar and cemented itself as a major annual moment for the public sector, across Local Authorities, Mayoral Combined Authorities and Central Government.

The event connects public- and private-sector decision-makers to highlight investment opportunities and drive economic growth through development and regeneration. The West Midlands has exhibited as one - bringing together the West Midlands Combined Authority and its constituent Local Authorities - since 2024, and will do so again in 2027.

16,000+
Attendees

1,250
Speakers

275+
Local Authorities

1,750+
Investors

1,750+
Developers

1,000+
Occupiers

WEST MIDLANDS AT UKREiiF

The West Midlands makes a statement at UKREiiF. Utilising its strong public-private delegation, market-leading event programme, fantastic pavilion and impressive fringe events, the region makes the most of the 3-day event. Bringing together the Combined Authority and eight Local Authorities, the scale of opportunity available in the West Midlands is on full show.

Since its inception, UKREiiF has provided a fantastic platform for numerous launches, announcements and major moments for the West Midlands, including the £3.8 billion West Midlands Futures Fund and the Birmingham East Mayoral Development Corporation. The region's UKREiiF content and activity generated over 30 million media reach and national coverage.

150+
West Midlands Delegates

25
High-profile Sponsors

3,000+
Pavilion Visitors

90+
media hits

30m+
Media Reach



JOIN THE WEST MIDLANDS DELEGATION

Occupying one of the event's largest pavilions and with a presence across the breadth of the official and fringe programmes, our range of sponsorship packages offers an unparalleled platform to showcase your organisation.

As an official sponsor, your organisation will join the **senior public-private delegation led by Richard Parker, Mayor of the West Midlands**. Working together, the West Midlands will showcase ambitious and transformational projects right across the UK's largest and fastest-scaling region.

Our premium branding and promotional opportunities will **elevate your organisation's profile, connect you with high-value decision-makers** from both the private and public sectors, and **highlight your expertise and contributions to shaping the region's future.**

Whether you're seeking investment, showcasing a development or building strategic relationships, we'll work with you to identify the package and opportunities that best support your objectives.

We cannot deliver UKREiiF or indeed our huge ambitions around the built environment in the West Midlands without the support, expertise and partnership of the private sector.

DON'T MISS YOUR CHANCE TO BE PART OF OUR STORY AT A CRITICAL TIME.





GET INVOLVED

SHOWCASE YOUR BRAND

Our eye-catching spaces and busy speaker programme offer a range of opportunities to reach your target audience

STRENGTHEN RELATIONSHIPS

Join our senior delegation of leading decision-makers from across the West Midlands' public, private and higher education sectors

AMPLIFY YOUR STORY

Our extensive event marketing and communications are designed to champion the stories of transformation and progress from around the West Midlands







PREMIER PARTNER £25,000*

Premier Partner status positions organisations at the forefront of the region's growth story, providing a platform for thought leadership, regional advocacy and visible support of the Mayor's Growth Plan agenda

BESPOKE	Bespoke partnership activation developed in collaboration with WMGC and our in-house sector specialists, aligning opportunities with the partner strategic objectives. Previous examples included Mayoral Leadership Moments, Pavilion Takeovers, programme content design, launch announcements, exclusive networking events and premium hospitality sponsorship.
PRE-EVENT	2 x invites to West Midlands at UKREiiF Warm-Up Event (3-4 weeks prior to UKREiiF)
	2 x invites to West Midlands at UKREiiF VIP Sponsor Networking & Briefing Event (taking place before the warm-up)
	Pre-UKREiiF strategic meeting with Real Estate Business Development team
IN-EVENT	2 x delegate passes
	Right to purchase additional passes**
	Welcome address at one West Midlands at UKREiiF event or reception (pre or during event)
	2 x invites to West Midlands at UKREiiF Private Lunches (held on 18 & 19 May 2027)
	2 x invites to an exclusive roundtable with senior private & public sector leaders, centred on key growth themes
	3 x invites to West Midlands at UKREiiF Leaders Event on 19 May 2027
	1 x invite to West Midlands at UKREiiF VIP Sponsors Dinner on 17 May 2027 (including the opportunity to invite a priority fund or investor contact)
	Curated stakeholder introductions aligned to agreed investment, development or business growth objectives.
	5 x invites to West Midlands at UKREiiF welcome reception on 17 May 2027
	Ability to request 2 introductions at event or Partners West Midlands for facilitation
	Access to bookable open table meeting space at West Midlands Pavilion***
	Access to bookable private meeting room spaces at West Midlands Pavilion****
	Promotion of sponsors' own fringe events within our event promotions (if required)
BRAND RECOGNITION & PROMOTION	Published recognition of sponsorship via sponsor family board (digital and print) across West Midlands at UKREiiF activity
	Premium brand placement across the West Midlands Pavilion, including priority positioning on selected physical and digital assets
	Use of Premier Partner - "Team West Midlands at UKREiiF 2027" digital assets
	Company logo on the Invest West Midlands UKREiiF 2027 website
	Solo company logo on digital screens
	Pavilion video content opportunities
ONLINE & SOCIAL	Listed as premier partner on our press release(s), social media post(s), event promotional emails and website
	Invitation to submit suitable content for sponsored blog on the Invest West Midlands website
	Opportunity to provide co-curated pre- and post-event content aligning with themes of West Midlands at UKREiiF Programme
	Relevant digital content socialised (up to 30 days post event)
	Minimum two social media mentions aligned to West Midlands at UKREiiF programme theme
	Opportunity to contribute to videography at the West Midlands Pavilion and access to stills photographic assets

* Prices are exclusive of VAT ** Pass price dependent on deadlines (increases apply)
*** Shared availability with other Premier Partners & Partners **** Shared availability with other Premier Partners

PARTNER £12,500*

Designed for organisations seeking to showcase expertise, strengthen strategic relationships and demonstrate thought leadership across key growth sectors. Partner status provides priority consideration to speaking, panel participation and content-hosting opportunities.

BESPOKE	Priority consideration for speaking, panel participation and content co-creation, with opportunities to showcase key expertise and capabilities, or a flagship development, model or strategic brand asset within the West Midlands Pavilion. Designed for organisations seeking to demonstrate expertise, shape industry conversations and raise the profile of key projects within the region's investment ecosystem.
PRE-EVENT	2 x invites to West Midlands at UKREiiF Warm-Up Event (3-4 weeks prior to UKREiiF)
	2 x invites to West Midlands at UKREiiF VIP Sponsor Networking & Briefing Event (taking place before the warm-up)
IN-EVENT	1 x delegate pass
	Right to purchase additional passes**
	1 x invite to West Midlands at UKREiiF Private hosted lunch (held on 18 or 19 May 2027)
	2 x invites to an exclusive roundtable with senior private & public sector leaders, centred on key growth themes
	3 x invites to West Midlands at UKREiiF Leaders Event on 19 May 2027
	1 x invite to West Midlands at UKREiiF VIP Sponsors Dinner on 17 May 2027 (including the opportunity to invite a priority fund or investor contact)
	4 x invites to West Midlands at UKREiiF welcome reception on 17 May 2027
	Ability to request 2 introductions at event or Partners West Midlands for facilitation
	Access to bookable open table meeting space at West Midlands Pavilion***
	Promotion of sponsors' own fringe events within our event promotions (if required)
BRAND RECOGNITION & PROMOTION	Published recognition of sponsorship via sponsor family board (digital and print) across West Midlands at UKREiiF activity
	Use of "Team West Midlands at UKREiiF 2027" digital assets
	Company logo on the Invest West Midlands UKREiiF 2027 website
	Digital brand placement on stand (multi-organisation logo screen)
	Pavilion video content opportunities
ONLINE & SOCIAL	Listed as partner on our press release(s), social media post(s), event promotional emails and website
	Invitation to submit suitable content for sponsored blog on the Invest West Midlands website
	Relevant digital content socialised (up to 30 days post event)
	Minimum two social media mentions aligned to West Midlands at UKREiiF programme theme
	Opportunity to contribute to videography at the West Midlands Pavilion and access to stills photographic assets

* Prices are exclusive of VAT
** Pass price dependent on deadlines (increases apply)
*** Limited availability

SUPPORTER £5,455*

A partnership for organisations seeking visibility,
valuable connections and a voice in regional growth discussions.

PRE-EVENT	2 x invites to West Midlands at UKREiiF Warm-Up Event (3-4 weeks prior to UKREiiF)
	2 x invites to West Midlands at UKREiiF VIP Sponsor Networking & Briefing Event (taking place before the warm-up)
IN-EVENT	1 x delegate pass
	Right to purchase additional passes**
	2 x invites to West Midlands at UKREiiF Leaders Event on 19 May 2027
	1 x invite to an exclusive roundtable with senior private & public sector leaders, centred on key regional growth themes
	3 x invites to West Midlands at UKREiiF welcome reception on 17 May 2027
	Promotion of sponsors' own fringe events within our event promotions (if required)
BRAND RECOGNITION	Published recognition of sponsorship via sponsor family board (digital and print) across West Midlands at UKREiiF activity
	Use of "Team West Midlands at UKREiiF 2027" digital assets
	Company logo on the Invest West Midlands UKREiiF 2027 website
	Digital brand placement on stand (multi-organisation logo screen)
	Pavilion video content opportunities
ONLINE & SOCIAL	Listed as supporter on our press release(s), social media post(s), event promotional emails and website
	Invitation to submit suitable content for sponsored blog on the Invest West Midlands website
	Relevant digital content socialised (up to 30 days post event)

* Prices are exclusive of VAT
** Pass price dependent on deadlines (increases apply)





ADDITIONAL OPPORTUNITIES

WELCOME RECEPTION ON 17 MAY 2027	from £10,000 +VAT
PRIVATE LUNCH SPONSOR 18 OR 19 MAY 2027*	
LEADERS EVENT ON 19 MAY 2027	from £10,000+VAT
PRIVATE ROUNDTABLE SERIES	from £5,000+VAT

* Price dependent on package







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ADDITIONAL DELEGATE PASSES PRICING AND DEADLINES

Please note that UKREiiF 2027 will once again operate a dynamic pricing model, with delegate pass prices increasing as tickets are sold. The applicable delegate pass rate will be confirmed at the time of booking. West Midlands Sponsors benefit from discounted delegate rates.

DYNAMIC PRICING BOOKING PERIOD	DELEGATE PASS COST
10 AUG 2026 - 20 NOV 2026	Price on request. Discounted rate available.
21 NOV 2026 - 05 MAR 2027	Price on request. Discounted rate available.
06 MAR 2027 - 23 APR 2027	Price on request. Discounted rate available.

TALK TO OUR UKREiiF 2027 TEAM

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UKREiiF 2027