



**Think!**Sponsorship  
Conference 2023

**SPONSORSHIP:REWORKED**

18<sup>th</sup> April, the Barbican, London  
visit: [www.thinksponsorship.com](http://www.thinksponsorship.com)

**09.40: Opening Remarks:** Catherine Hawkins, Founder, Think! Sponsorship followed by **Welcome Address,** Natasha Harris, Director of Development, Barbican

## **09.50 Group Session: Sustainability in the Spotlight**

Exclusive extracts from the expanded Frontier 23 industry survey (in partnership with MKTG) put sustainability and sponsorship in the spotlight and contextualises our discussions for the day. A wide-ranging programme with sustainability at the core will explore how sponsorship/partnership has the potential to deliver societal change whether that be through Diversity, Equality and Inclusion programmes, Environmental Collaborations, Digital Transformation, Access and Opportunity, Education or Community initiatives. This special extended edition of Frontier23 is a comprehensive worldwide survey of sponsorship industry professionals providing an unrivalled perspective on the who, what and where of social purpose through sponsorship. Results from the survey are delivered exclusively to Think! Sponsorship delegates ahead of public release.

Sandra Greer, Head of Insight (SVP), MKTG

## **10.05 Group Session: Selecting with Purpose**

In our opening presentation we explore how sponsor appetites are changing to focus on “purpose-led” partnerships (be that sustainability, health and wellbeing, DE&I, Access etc.) In this session we’ll look at the anatomy of a recent high-profile, long term partnership of this type, gaining insight into the objectives and ambitions behind it, the key criteria during the selection process, and the expectations in terms of how it will deliver to brand and business.

Kevin Peake, Head of Brand & Sponsorship, Standard Life

Caro Evans, Director of Partnerships, Cancer Research UK

## **10.45: Structured Networking Session—“Speed! Sponsorship” (delivered across the coffee break)**

Delegates break for their first structured networking session that matches like-minded individuals for a round of fast-paced speed-dating style networking across the coffee break. Delegates will be allocated to a networking zone in advance of the conference, based on preferences expressed at registration.

## **11.30: Group Session: Rewarding Sustainably—Panel**

Sponsorship has long-served businesses seeking to inspire, reward and engage both existing and new customers through innovative and exciting rewards programmes. In the wake of the CV-19 pandemic we’ve seen an increasing emphasis on rewarding sustainably (social purpose, environmental action, inclusive/ or access opportunities). Across this panel we’ll explore what impact sustainable rewarding has on customer attitudes and behaviour as well as considering the impact on brand value, perception and employees. Alongside this we’ll consider how sponsorship-seekers can support this trend and repurpose assets to meet demand.

Daniel Mathieson, Head of Sponsorship, Barclaycard

Sarah Niblock, Head of Sponsorship, Howden Broking

Ria Thomas, Sponsorship & Brand Activation, Vodafone

Dominique Santini, Sustainability Manager, CSM Sport & Entertainment

## **12.10: Spotlight Sponsorship 1— Sustainable Business—Case Study**

The EFL's three year award-winning partnership with eBay empowers the businesses supporting local communities around all 72 EFL clubs. The 'Small Businesses United' programme showcases the power of collaboration and demonstrates how social and economic sustainability can be achieved through creative and innovative partnerships.

Faisal Alani, Head of Content, eBay, Alex Brown, Head of Sport & Entertainment, EssenceMediaCom & Nicky St Clair, Senior Partnerships Delivery, EFL

Initiative: EFL x eBay "Small Business United"

## **Spotlight Sponsorship 2 —Economic Sustainability—Levelling Up**

The pandemic demonstrated huge societal inequalities and has driven a movement to 'level-up' access and opportunities; sponsorship can play a pivotal role in helping to achieve this which is the focus of our second breakout.

Stuart Richmond, Director Reg & Co & Katy Bowman, Director, Head of Sponsorship Partnerships, Barclays. Initiative: "Volunteer It Yourself"

**12.55: Lunch Break—Networking Session:** An opportunity for delegates to network with attendees during the lunch break—this session will include a second structured activity via our Conservatory Treasure Hunt

## **14.00: Group Session: Scaled Sustainability—Interview**

Global sponsorship programmes arguably offers greatest potential for substantive social change when underwritten by clear objectives and strategic activation. Our opening case study explores the art of ambition and the reality of implementation considering what and how sponsorship can deliver impact at scale.

Leena Patel, Global Strategic Partnerships, Deloitte

## **14.30: Breakout Sessions (run simultaneously—delegates advance book into their preferred session)**

### **Spotlight Sponsorship 3 —Environmental Sustainability**

Our third breakout looks at sustainable sponsorship through the lens of a high-impact environmental partnership. We'll examine one of the industry's biggest growth areas which sees businesses integrate their sustainability strategies into mainstream marketing and communications fuelling meaningful engagement with employees, customers and the media alike whilst delivering environmental outcomes and impact.

Emma Price-Thomas, Head of Corporate Partnerships, The Wildlife Trusts & Verity Wilks, Head of Procurement, Ingredients & Packaging, The Jordans & Ryvita Company co-present this session. Initiative: "Jordans Farms"

### **Spotlight Sponsorship 4 —Social Sustainability—Diversity, Equity & Inclusion**

Our fourth breakout considers the rise in popularity of purpose-driven projects that deliver social impact around Diversity, Equity & Inclusion. From equal pay to recognition of the role and importance of diversity across sport, entertainment, media and culture this is a marketplace of opportunity for brands and businesses looking to stand out from their competitors. What impacts the success of initiatives that challenge and inspire change around DE&I, and what role can brand's play beyond simply financing this change?

Alex Branzan, Strategy Director, WeAreFearless. (moderator) Joanie Evans, Co President, Federation of Gay Games / Hackney FC , Liesel Jolly, Women's Football Lead, Sponsorship Marketing, VISA (TBC)

**15.15 Tea Break—Delegates participate in our second structured networking session across an extended tea break**

**15.45: Group Session: Sponsorship: Reworked—Emerging Opportunities**

A huge shift in the type of businesses using sponsorship as a marketing medium sees a different sponsorship landscape emerging with new appetites, ambitions and objectives evolving from a wide-range of sponsoring organisations. In our final session of the day we talk to some of sponsorship's newest investors as well as organisations working with sponsorship's "new guard" to understand where opportunities and challenges lie in equal measure

Stephanie Ramezan, Head of UK, Gemini (Cryptocurrency Exchange)

Mike Mainwaring, Former Head of Sponsorship, Cazoo (Automotive Trading)

Annette Greenwood-Share, Vice President Strategic Partner Relations & Business Development, Live Nation UK (key partnerships include with Go Puff—Food Delivery)

Gemma Juviler, Commercial Director, British Fashion Council (key partnerships include Clearpay, TikTok)

**16.30: Closing remarks followed by drinks and networking opportunity**