techUK

FOR WHAT COMES NEXT

techUK Flagship Events | Building the Smarter State 2025

Sponsorship Opportunities

Building the Smarter State

**Event Date:** Q3, 2025 | **Venue:** Central London

Timings: Conference

About Building the Smarter State

Building the Smarter State is techUK's flagship public services conference and the go-to conference for public sector digital leaders.

2024 marked the tenth anniversary of this hugely influential conference, where we focused on the most pressing and important topics for public sector digital transformation.

The annual event welcomes 200+ senior leaders and decisions makers from across the public sector – most notably central and local government – and the technology industry to showcase how technology is shaping todays and tomorrow's public services – and helping to build a smarter state. The event offers a unique opportunity for the tech industry and public sector to network and build new relationships.

Previous speakers have included Chief Digital and Information Officers from across the biggest Whitehall departments, local government, and UK cities.
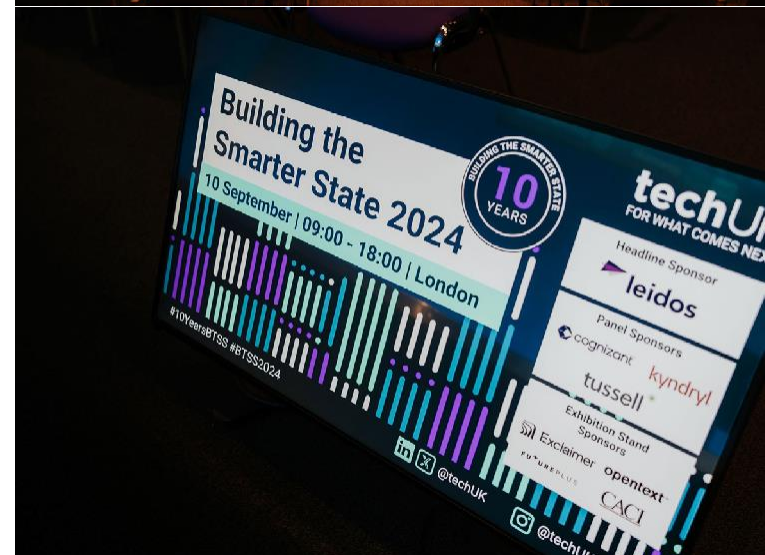
Building the Smarter State in 2024

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Event sponsors

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250 Delegates

50K Pre-promotion reach

Notable guests

The Rt Hon Lord Maude of Horsham, Former Minister for the Cabinet Office and Paymaster General; Kamal Bal, Director of Digital, Ministry of Justice; Christine Bellamy, CEO, Government Digital Service (GDS); Gill Stewart, Chief Digital Officer, Department for Levelling Up, Housing and Communities; Tom Read, Chief Executive Officer, Government Digital Service and senior Government and public sector leaders.

Sponsorship Packages | Headline Sponsor: £20,000 + VAT

The 'Headline Sponsor' package is only available to one organisation. This is an opportunity for your company to raise your profile amongst industry and public sector leaders with two speaking opportunities across the conference. Your organisation will receive premium visibility across techUK marketing before, during and after the event, and will be positioned as the most senior sponsor across event collateral.

Pre-event industry promotion

(dependant on time of signing sponsorship contract):

Emails: Promoted as 'Headline Sponsor' on all HTML emails, during the pre-event marketing campaign (c10,000 mailing list).

Website: Sponsors featured on event webpage. Includes company logo and company description (200 words) along with links to four relevant sponsor resources (e.g., video, report, webpage, blog).

Blogs: Opportunity to write two blogs (700 words each) to be hosted on techUK website and shared through techUK social media channels (LinkedIn reach 52k/X reach 41k).

Social media promotion: Sponsor mention in all LinkedIn posts/tweets including sponsor's handle (LinkedIn reach 52k/X reach 41k). Plus, sponsor provided with assets to share on their social channels.

On the day opportunities

Agenda input: Opportunity to work with the techUK team to shape the key conference themes - the sponsor will input into the agenda and suggest speakers (however, techUK team will remain the final decision-maker for the agenda and speakers invitations).

Speaking opportunity: Sponsors invited to deliver a ten-minute morning keynote.

Speaking opportunity: Sponsors invited to join a plenary panel discussion as a speaker or moderator.

Exhibition stand: Space (4x2m) at the conference in the networking and catering area for an exhibition stand (stand/banners provided by sponsor).

Complimentary tickets: Eight passes for entry to the conference for sponsor to share with colleagues or VIP guests.

On the day opportunities (continued)

Welcome speech: A thank you in techUK's welcome speech.

Venue branding: Sponsor company logo prominent in the venue and on stage.

Chair drop/giveaway: Opportunity to share one report/publication with all delegates (sponsor to provide).

Event materials branding: Promoted as Headline Sponsor on event slides and conference delegate material on the day.

Event programme promotion: Sponsors invited to supply an advertisement for inclusion in the event programme (sponsor company to provide advert). Plus, sponsor logo and 200-word company description to be also included.

Video promotion: Video interview with sponsor representatives to be recorded at the conference. Interview to form part of post event marketing video to be shared through techUK marketing channels and hosted on techUK YouTube channels and event web page (the video will be co-branded).

Post-event industry promotion

Email: A thank you in techUK's post event email to all attendees.

Event promotional video: Sponsor representative to be interviewed at the event. Video to be shared through techUK social channels and hosted on techUK YouTube channel and website post event.

Breakout Sponsor: £10,000 + VAT

This is an opportunity for an organisation to work closely with techUK and assist with curating the content for one of the conference panel sessions. **Four breakout sponsor packages are available.**

Pre-event industry promotion

(dependant on time of signing sponsorship contract):

Emails: Promoted as 'Breakout Sponsor' on all HTML emails, during the pre-event marketing campaign (c10,000 mailing list).

Website: Sponsor featured on event webpage. Includes company logo and company description (100 words) along with links to two relevant sponsor resources (e.g., video, report, webpage, blog)

Blogs: Opportunity to write two thought leadership blogs (700 words each) to be hosted on techUK website and shared through techUK social media channels (LinkedIn reach 52k/X reach 41k)

Social media promotion: Sponsor mention in all LinkedIn posts/tweets including sponsor's handle (LinkedIn reach 52k/X reach 41k). Plus, sponsor provided with assets to share on their social channels.

On the day opportunities:

Breakout agenda input: Sole sponsorship of one workshop session - opportunity to shape and develop the session content, format and speaking panel (subject to approval from techUK)

Speaking opportunity: Sponsor invited to lead the above breakout session and join accompanying panel discussion.

Exhibition stand: Space (3x2m) at the conference in the networking and catering area for an exhibition stand (stand/banners provided by sponsor).

Complimentary tickets: Five passes for entry to the conference for sponsor to share with colleagues or VIP guests.

Welcome speech: A thank you in techUK's welcome speech.

Venue branding: Sponsor company logo prominent in the venue and on stage.

Event materials branding: Promoted as Breakout Sponsor on event slides and conference delegate material on the day.

Event programme promotion: Sponsor logo and 50-word company description to be included.

Post-event industry promotion

Email: A thank you in techUK's post event email to all attendees.

Networking Sponsor: £6,500 + VAT

The conference coffee and lunch breaks, plus the post event drinks reception offer the perfect platform for delegates to network and develop new partnerships. This sponsorship ensures your organisation is uniquely placed to make the most out of the networking sessions throughout the day to build brand awareness and meet delegates. **The networking sponsor package is only available to one company.**

Pre-event industry promotion

(dependant on time of signing sponsorship contract):

Emails: Promoted as 'Networking Sponsor' on all HTML emails, during the pre-event marketing campaign (c10,000 mailing list).

Website: Sponsor featured on event webpage. Includes company logo and company description (100 words) along with links to two relevant sponsor resources (e.g., video, report, webpage, blog)

Social media promotion: Sponsor mention in all LinkedIn posts/tweets including sponsor's handle (LinkedIn reach 52k/X reach 41k). Plus, sponsor provided with assets to share on their social channels.

On the day opportunities:

Networking area sponsorship: Branding in the networking area (coffee breaks, lunch and drinks reception) – Sponsor to bring branding and marketing material.

Complimentary tickets: Three passes for entry to the conference for sponsor to share with colleagues or VIP guests.

Exhibition stand: Space (3x2m) at the conference in the networking and catering area for an exhibition stand (stand/banners provided by sponsor).

Venue branding: Sponsor company logo prominent in the venue and on stage.

Event materials branding: Promoted as Networking Sponsor on event slides and conference delegate material on the day.

Event programme promotion: Sponsor logo and 50-word company description to be included.

Post-event industry promotion

Email: A thank you in techUK's post event email to all attendees.

Exhibition Stand sponsor: £2,000 + VAT

Exhibition stands will have a prime position in the high-traffic catering, networking and registration areas where industry and government will interact in a relaxed environment.

Pre-event industry promotion

(dependant on time of signing sponsorship contract):

Emails: Promoted as 'Exhibition Stand sponsor' on all HTML emails, during the pre-event marketing campaign (c10,000 mailing list).

Website: Sponsor featured on event webpage. Includes company logo and company description (50 words).

Social media promotion: Sponsor mention in 2x LinkedIn posts/tweets including sponsor's handle (LinkedIn reach 52k/X reach 41k). Plus, sponsor provided with assets to share on their social channels.

On the day opportunities:

Exhibition stand: Space (3x2m) at the conference in the networking and catering area for an exhibition stand (stand/banners provided by sponsor).

**Complimentary tickets:** Two passes for entry to the conference.

Event materials branding: Promoted as Exhibition Stand sponsor on event slides and conference delegate material on the day.

Event programme promotion: Sponsor logo and 50-word company description to be included.

Post-event industry promotion

Email: A thank you in techUK's post event email to all attendees.

Sponsorship deliverables are dependent on sponsor meeting deadlines set by techUK.
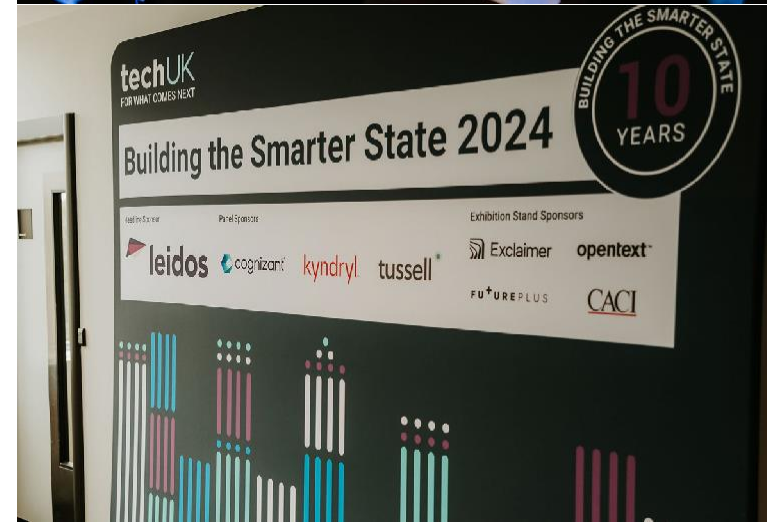
About techUK

The techUK flagship events programme consists of a range of virtual, hybrid and in-person networking sessions, including conferences, drinks receptions and VIP dinners. Our flagship events bring together delegates and leading speakers from across the tech industry as well as the public sector to share their views and insights on the key issues facing our sector.

To find out more, please contact:

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41K followers

52K LinkedIn company page followers

143K unique visits per month techUK.org