Sponsored Activities
2023 Opportunities

techUK
FOR WHAT COMES NEXT

About techUK

techUK is the trade association which brings together people, companies, and organisations to realise the positive outcomes of what digital technology can achieve.

With over 940 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government, and stakeholders to provide a better future for people, society, the economy, and the planet.

By providing expertise and insight, we support our members, partners, and stakeholders as they prepare the UK for what comes next in a constantly changing world.

40K followers

25K LinkedIn company page followers

130K unique visits per month techUK.org

Podcast

The techUK podcast launched in 2018 and explores the key tech issues of the day, focusing on the positive outcomes digital technology can achieve. Our podcasts have featured a diverse range of guests including techUK members and stakeholders, MPs, thought leaders and academics. The techUK podcast is available across a range of popular podcast platforms, including Soundcloud, Apple Podcasts, Acast and TuneIn. Members have the opportunity to sponsor an episode or multi-episode series of the techUK podcast to share your company's insights, case studies and more with our listeners.

Podcast episode sponsorship | £2,000 + VAT

- techUK will work with your organisation to record and produce a podcast episode which will be promoted as being 'powered by xxx'

- Opportunity for your company/podcast speaker to publish a guest insight (500 words) to accompany the podcast. The insight will be posted on the techUK website

- Your podcast to be promoted on social media by techUK (including your company tag) - three promotional tweets and two LinkedIn posts.

- techUK will work with your company to identify opportunities to reshare and re-promote the podcast throughout 2023

Webinar

Our sponsored webinars give members the opportunity to shape the content and speaker line-up for a webinar with the event delivery and marketing managed by techUK. Sponsor and develop a thought leadership webinar to share your insights and case studies with our networks.

Webinar sponsorship | £3,000 + VAT

- Your organisation to develop content and speaker line up for a one-off webinar to be powered by your company

- Lead generation: details of those delegates who consent to share information with the webinar sponsor to be shared with sponsor company

- Opportunity to publish two guest blog (500 words), on the techUK website (one pre-webinar, one post webinar)

- Your company logo and boiler plate (100 words) to be included on the event posting on the techUK website

- Social media promotion – 10 promotional tweets/LinkedIn posts, tagging your company

- Your branding included in all promotional mailers and all pre/post event comms to delegates

Roundtable

This sponsorship package is an opportunity for the sponsor to gather between 20 and 25 key participants around a table for a private event to raise your organisation's profile, share your insights and strengthen your network. This session, held either under the Chatham House rule or recorded, will be held either in London at the techUK offices or at a member's office across the UK.

Roundtable sponsorship | £5,000 + VAT

Opportunity for two representatives from your company to host a roundtable with one representative to co-host the event and be a main speaker

- Opportunity to work with the techUK team to shape the agenda and suggest discussion points

- Opportunity to work with techUK to help shape the roundtable guestlist

- Mention during techUK welcome speech

- Opportunity to publish two guest blogs on techUK website – 500-words, posted as an 'insight' on techUK website and shared through techUK social media channels

- Sponsor recognition in four promotional tweets including company's handle and two LinkedIn posts

- Promoted as sponsor in all pre and post event delegate communications

- Opportunity to share one of your company's publications with roundtable attendees

If you are interested in becoming a sponsor, please contact:

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