

Media Pack 2024



**SOCIAL
ECONOMY
DRIVE**



**SOCIAL
ECONOMY
AWARDS**

**Growing social value in the
private, public and third sectors**



**West Midlands
Combined Authority**

**18 - 22 November
2024**

**A Social Enterprise Initiative in partnership
with West Midlands Combined Authority**

Introduction



In 2015 The Initiative for Social Entrepreneurs (iSE) designed and delivered City Drive, a week of activity to promote and celebrate social enterprise in Birmingham. It was a phenomenal success. Since then City Drive has developed and grown. It re branded as Social Enterprise Week in 2021 and has become an annual event.

And now In partnership with WMCA it has become the Social Economy Drive an annual series of events that take place over a week.



Aims & Objectives

The SED is part of an overall goal, to grow the West Midlands Social Economy. It is a week of diverse events across region designed to:

- Celebrate organisations across the West Midlands tackling social and environmental challenges.
- Raise awareness and the profile of these organisations by providing platforms for them to engage with other SE's, Public Bodies and Corporate Organisations.
- It's an opportunity for everyone in the Social Economy to connect, collaborate, secure investment and thrive.



Events & Activities



The SED will take place over a week from 18th November till 22nd November, with various events taking place as well as three flagship events.

- Monday 18th November - **Social Economy Breakfast**
- Midweek Local events in Coventry, Birmingham, Solihull, Walsall, Wolverhampton, Dudley and Sandwell.
- Thursday 21st November - **Social Economy Showcase**
- Friday 22nd November - **Social Economy Awards**



SOCIAL ECONOMY AWARDS

The Social Economy Awards will be an opportunity to recognise organisations delivering social value and inspire excellence within the sector. Below are the proposed categories:

- Excellence in Community Impact
- Excellence in Health Impact
- Excellence in Green Impact
- Excellence in Youth Impact
- Public Sector Organisation of the Year
- Corporate Organisation of the Year
- Start-up Enterprise of the Year
- Community Business / Co-op of the Year
- Social Enterprise of the Year
- Overall Contribution to the Social Economy (Organisation)
- Overall Contribution to the Social Economy (Individual)





**SOCIAL
ECONOMY
AWARDS**

STATISTICS



**SOCIAL
ECONOMY
DRIVE**



Over 1,000 People Reached



Over 100 Nominations



Over 50 Finalists



Over 10 Awards Winners



Over 300 people in attendance



Over 5,000 People Reached



Over 1,000 people attending events



Over 200 Social Enterprises Supported



**Over 50 New Social Enterprises
established**



**Over 100 public and private
organisations engaged**

Headline Sponsorship

£10,000 + Vat



**SOCIAL
ECONOMY
AWARDS**



**SOCIAL
ECONOMY
DRIVE**

- Social Economy Drive and Awards in partnership with your brand.
- Logo and Branding on all pre and post marketing activity.
- Logo and Branding on all screen content throughout the campaign.
- Opportunity to host events at your offices.

Social Economy Awards

- 1 page editorial and 1 page advert in the awards brochure plus logo and accreditation across all media.
- 2 tables of 10 for guests to attend the awards dinner event.
- Opportunity to have a members of your organisation to be a Judge.
- Opportunity to address the attendees at the awards or to play a short video.
- Opportunity to announce the winner of the main award for the night.

Social Economy Showcase

- 5 minutes introduction speech at the Expo.
- 30 minute sponsored session at the Expo.
- Premium exhibition stand at the Expo.



**West Midlands
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Supporting Sponsorship

£5,000 + Vat



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- Social Economy Drive and Awards sponsored by your brand.
- Logo and Branding on all pre and post marketing activity.
- Logo and Branding on all screen content throughout the campaign.
- Opportunity to host events at your offices.

Social Economy Awards

- 1 page advert in the awards brochure plus logo and accreditation across all media.
- A tables of 10 for guests to attend the awards dinner event.
- Opportunity to have a members of your organisation to be a Judge.
- Opportunity to announce the winner of an award category of your choice.

Social Economy Showcase

- 30 minute sponsored session at the Expo.
- Premium exhibition stand at the Expo.



Growing the Social Economy



**West Midlands
Combined Authority**



Awards Category Sponsorship - £3,000 +VAT

- Social Economy Drive and Awards sponsored by your brand.
- Logo and Branding on all pre and post marketing activity.
- 1 page advert in the awards brochure plus logo and accreditation across all media.
- A tables of 10 for guests to attend the awards dinner event.
- Opportunity to have a members of your organisation to be a Judge.
- Opportunity to announce the winner of an award category of your choice.

Social Economy Showcase

- Premium exhibition stand at the Expo included in the package.



Premium Expo Stand - £1,000 + Vat

- Premium space at the Expo.
- 5 Free Tickets to attend Awards event.
- Advert in Conference & Expo Brochure.

Standard Expo Stand - £500 + VAT

- Trestle Table stand at the Expo.
- 3 Free Tickets to attend Conference.

Social Enterprise Stand - £100 + VAT

- Trestle table for small SE organisations and Charities

AWARDS TICKETS ONLY

- Individual Tickets - £100 + VAT
- Group Booking 5 Tickets - £450 + VAT
- Table of 10 - £800 + VAT



Previous Partners





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www.SocialEconomyDrive.com

Sponsored by



Email info@i-se.co.uk for more information