Sponsorship Opportunities
The sheer ingenuity and ambition behind Leeds’ tech sector is a force to behold. The city is a hotbed for start-ups and professionals driving new innovations to help us have healthier and more sustainable lives.

Damian Collins
DCMS Minister for Tech and Digital Economy
Introducing Leeds Digital

Leeds Digital Festival is changing.

Since its inception in 2016, we’ve seen the Festival grow into a major event in the tech calendar. Inspiring as it is, though, the Festival only covers three weeks of the year.

Digital in Leeds doesn’t stop, so neither should we. That’s where Leeds Digital – a brand new hub for all things tech – comes in.

Brought to you by the team behind Leeds Digital Festival, Leeds Digital will provide a platform through which the City Region’s tech community can continue to share knowledge, exchange ideas and collaborate. Year-round.

But don’t worry, the Festival isn’t going anywhere.

In fact, the creation of Leeds Digital will allow us to host more events throughout the year, outside of the normal festival periods, and to support events hosted by organisations across Leeds and beyond.

We’ll also be sharing regular tech news, opportunities in the region, and continuing to work with regional, national and international partners to spotlight tech in the North.
A look at digital in Leeds

The Leeds City Region’s versatile tech sector is one of our greatest strengths, generating £6.5bn for the UK economy, annually.

- Digital GVA of £1.3bn
- The largest centre outside London for digital, financial and business services
- 4,100 digital companies in Leeds (9,000 in Leeds City Region)
- The fastest growing digital industries in the UK
- 102k people employed in the tech sector in the Leeds City Region
- 42k additional jobs in digital to be created in the region by 2025
- The highest number of ‘scale up’ digital companies in the North
- The largest number of data scientists outside of London
- Now home to Channel 4’s new national headquarters, The Bank of England and Utterberry
So why Leeds?

Leeds is the Digital Capital of the North. A dynamic, creative hub that boasts the fastest growing digital economy outside of London, Leeds has cultivated a truly collaborative business ecosystem that has, in recent years, attracted some of the best and most innovative businesses of the digital age.

The city’s booming media, digital film, gaming and creative sectors are already home to the likes of Burberry, Sky Betting & Gaming, XR Games and Channel 4. In 2021, the Bank of England also established the UK’s Infrastructure Bank within the city, capitalising on its £13 billion financial and business services sector and contributing to the UK Government’s wider ‘Levelling Up’ plans. Leeds also boasts a wealth of agencies and consultancies – providing a range of bespoke services from marketing to design and software development – most recently welcoming American multinational, Cognizant, to the city.

Complementing its reputation as a hub for digital, Leeds City Region is also at the forefront of educating the next generation of tech talent. Our nine universities boast an output of 39,000 graduates each year, over half of which graduate in STEAM subjects. The city’s achievements and ambition have also been recognised by our selection to participate in the MIT Regional Entrepreneurship Accelerator Programme, helping us to develop an innovation ecosystem that appeals to entrepreneurs and digital disruptors anywhere in the world.

Collaboration is hard-wired into the way we do business here. We believe that the best and most inclusive answers are those that are arrived at by bringing people together to extract a brilliant diversity of perspective and experience. We want to share this collaborative spirit, and the successes it enables with like-minded partners from around the world.
Collaboration in the tech industry just makes sense – putting lots of great minds together means we can share ideas, learn from each other and make better digital decisions. Leeds is jam-packed with fantastic technology companies so Leeds Digital Festival is the perfect way to bring us all together.

Charlotte Knowles, TPP
The Festival

Leeds Digital Festival is an open, collaborative celebration of digital culture in all its forms.

Since it was first established in 2016, Leeds Digital Festival has gone from strength to strength, growing in both scale and visibility each year. What began as a few big ideas from tech organisers within the city – backed by the local tech community and a small grant – has evolved into the Festival as we know it today.

An open-platform celebration of all things tech and digital, the Festival harnesses the magic of the Leeds tech ecosystem’s unique collaborative spirit, and showcases the digital enterprise and innovation that is happening in the City on a regional, national and international level.

The programme, which began as a series of 56 events in 2016, has since grown to include over 250 events in 2022, and the Festival has gained status as the largest open tech event in the UK. With an ever-growing voice and reach, in 2023 Leeds Digital Festival will continue to celebrate the people and organisations who make Leeds and the North such a vibrant hub for digital.
I don’t think I’ve seen a better collection of smart city, tech, data and digital design events than at Leeds Digital Festival, anywhere else in the world.

Tom Forth, Open Innovations
Looking ahead to 2023

In 2023, Leeds Digital Festival returns in two parts, meaning that sponsors will once again benefit from involvement in multiple festivals. And now, with the introduction of the wider Leeds Digital brand, sponsors will also be able to capitalise on a year-round presence on the city’s premiere digital hub.

Now heading into our 8th year, we’ll be kicking things off with our April “mini-fest” (25th – 27th) – a small-but-mighty programme of events curated by the Festival team, featuring contributions from sponsors and friends of the Festival.

And as Autumn draws in, so too will the main Festival celebrations. Running from the 18th – 29th September, we’ll be offering up our usual open-platform programme packed full of brilliant tech and digital events, hosted by the city region’s most exciting organisations.
With its roots firmly in Yorkshire soil, the Festival is a beacon of support for tech in the North. We remain, however, committed to working with regional, national and international partners to showcase the innovation taking place in the city, on both a local and international level.

In 2022, in addition to welcoming online attendees from countries around the world – including Brazil, China, the USA, Australia and Uganda – we also broadened our international offering at in-person events. Working with the likes of the Department of International Trade, we were able to invite delegations from India, Poland and Turkey to the Festival stage, and were also joined by the Estonian Consulate, whose event included some of Estonia’s best digital health innovators to spotlight healthtech advancements in Europe’s startup capital.

Working with our sponsors in 2023, we will continue to transcend geographical barriers and allow event hosts, speakers and attendees to connect through the Leeds Digital ecosystem.
Being part of Leeds Digital Festival is one of the strategic ways for us as a business to connect with innovators, great companies, and tech talent. It helps us to showcase the sheer digital capability that Leeds has to offer.

Rich MacIntyre, BJSS
Leeds Digital is a non-profit organisation and home of the Leeds Digital Festival which has, since its very first year, been supported by the digital community within the City Region.

Funded entirely by sponsorship, we work with local and regional organisations to celebrate the digital sector in Leeds, showcasing to the world the amazing talent and innovation within the city region. Without our sponsors, Leeds Digital Festival would not be possible, and their ongoing support has enabled us to grow and evolve so that we can maintain a year-round presence through the launch of Leeds Digital.

With the support of our sponsors we have been able to make Leeds Digital Festival the largest and most open tech event in the UK, an ethos that will remain just as important to the wider Leeds Digital brand. Sponsoring Leeds Digital in 2023 will enable you to capitalise on this, connecting you with the digital sector in Leeds, the wider region and the rest of the world.
Thanks to our 2022 Sponsors
Our Reach

3.4 million social media impressions in 2022

215,000 page views in 2022

200+ events hosted in 2022

150+ hosting organisations from across the city region

500+ speakers at the September Festival, incl. Meta, Ministry of Justice, DCMS
Sponsorship Packages

Designed to reflect the diversity seen in the wider Leeds tech sector, we’ve curated a variety of different sponsorship opportunities that can work for your business. We want to work with organisations that are passionate about tech, and understand that these businesses come in all shapes and sizes – from startups to scaleups and tech giants!

We will work with you to determine what your main goals are for sponsorship – whether it be driving talent acquisition or simply raising your profile within the local tech community – and how we can best support you in achieving this, tailoring opportunities to your unique goals.
Premier Sponsorship

As one of Leeds Digital’s four Premier Sponsors your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, and all relevant marketing material and digital assets. These include:

Branding & Marketing Opportunities:
- Branded content hub on Leeds Digital website – directing traffic to a landing page of your choice
- Branded content hub on Leeds Digital Festival website – directing traffic to a landing page of your choice
- Logo on Leeds Digital homepage
- Logo on Leeds Digital Festival homepage
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- Logo on all street level and venue posters
- Logo on all digital billboards
- Inclusion in Leeds Digital mailshot
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity
- Comment opportunities in press activity
- Branded content opportunities online and in print

Networking & Hospitality Opportunities:
- Invitation to exclusive Leeds Digital sponsors’ networking events
- 6 x tickets to the Leeds Digital Festival Launch Event in September
- 2 x tickets to the Leeds Digital Festival Awards Event

Leeds Digital Festival Opportunities:
- Support to develop bespoke Festival events
- Speaking opportunities at key events
- Guaranteed inclusion in Festival paid social media activity
- Guaranteed inclusion of your event(s) in Featured Events section on Festival website
- Guaranteed inclusion of your event(s) in our daily event roundups during the Festival

"Leeds continues to be a digital powerhouse of top talent and innovative tech companies. Leeds Digital Festival has been instrumental in raising the region’s profile and connecting us with like-minded companies and candidates, which is critical as we continue to grow and innovate."

Kirsten Brumfitt, VP of People at Crisp, a Kroll business, and winner of the Best Tech Place to Work in Leeds

Activation period:
February 2023 – December 2023
Cost: £20,000 + VAT
Executive Sponsorship

As one of Leeds Digital’s eight Executive Sponsors your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, and all relevant marketing material and digital assets.

Branding & Marketing Opportunities:
- Branded content hub on Leeds Digital website – directing traffic to a landing page of your choice
- Branded content hub on Leeds Digital Festival website – directing traffic to a landing page of your choice
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- Logo on all street level and venue posters
- Logo on all digital billboards
- Inclusion in Leeds Digital mailshot
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity

Networking & Hospitality Opportunities:
- Invitation to exclusive Leeds Digital sponsors’ networking events
- 4 x tickets to the Leeds Digital Festival Launch Event in September
- 2 x tickets to the Leeds Digital Festival Awards Event

Leeds Digital Festival Opportunities:
- Support to develop bespoke Festival events
- Speaking opportunities at key events
- Guaranteed inclusion in Festival paid social media activity

As a business, we strongly believe in bringing value to the communities we work in, and Leeds Digital Festival was the perfect way to engage with the local tech community. Joining forces with a variety of businesses in the area, we were provided with the perfect platform to start conversations, spark collaborations, and make new connections.

We’re fully invested in Leeds’ digital economy and the Festival has been a key stepping stone in helping us to see how our own expertise and knowledge can be put to good use in Leeds’ thriving tech community.

Matt Ward,
Head of Leeds, xDesign
Launch Sponsorship

As Leeds Digital Festival’s Launch Sponsor you will enjoy all the benefits of Executive sponsorship, as well as the opportunity to host the official launch party ahead of the September Festival. This event has become the largest and most exclusive networking event in the Leeds Digital calendar with attendees representing Festival sponsors, as well local and regional business and civic leaders.

The Launch will be hosted at the venue of your choice (the venue must be determined in partnership with the Festival team, who will work closely with you to select a suitable venue). Your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, all relevant marketing material and digital assets.

Branding & Marketing Opportunities:
- Branded content hub on Leeds Digital website – directing traffic to a landing page of your choice
- Branded content hub on Leeds Digital Festival website – directing traffic to a landing page of your choice
- Logo on Leeds Digital sponsors page
- Logo on Leeds Digital Festival sponsors page
- Logo on all street level and venue posters
- Logo on all digital billboards
- Inclusion in Leeds Digital mailshot
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity

Networking & Hospitality Opportunities:
- Invitation to exclusive Leeds Digital sponsors’ networking events
- Tickets to the Leeds Digital Festival Launch Event in September – number to be agreed with Leeds Digital Festival team
- 2 x tickets to the Leeds Digital Festival Awards Event

Leeds Digital Festival Opportunities:
- Support to develop bespoke Festival events
- Speaking opportunities at key events
- Guaranteed inclusion in Festival paid social media activity
- Hosting the Leeds Digital Festival Launch Event in September

Sky Betting & Gaming has been part of and supported the Leeds Digital Festival for several years, and in 2022 we were proud to host the Launch Party at our HQ and state-of-the-art technology and innovation hub at the heart of the city.

Over the years the festival has provided our highly skilled colleagues with a platform to showcase their skills and the important role data and technology play in helping us to develop industry-leading brands and products. The festival brings together a community of experts with a shared passion for showcasing the talent behind Yorkshire’s thriving tech scene.

Steve Birch, CCO, Sky Betting & Gaming

Activation period:
February 2023 – December 2023
Cost: £16,000 + VAT
Associate Sponsorship

As one of Leeds Digital’s Associate sponsors your brand will be positioned across the Leeds Digital and Leeds Digital Festival websites, all relevant marketing material and digital assets.

Branding & Marketing Opportunities:
- Logo on Leeds Digital sponsors page – directing traffic to a landing page of your choice
- Logo on Leeds Digital Festival sponsors page – directing traffic to a landing page of your choice
- Logo on all street level and venue posters
- Access to Leeds Digital digital assets (incl. logo pack, social media graphics) for use in your own marketing activity

Networking & Hospitality Opportunities:
- Invitation to exclusive Leeds Digital sponsors’ networking events
- 2 x tickets to the Leeds Digital Festival Launch Event in September

Leeds Digital Festival is a key event within the city that brings together the tech and digital sectors to share knowledge with one another, celebrate successes, and collaborate. The Data Shed sponsors this event because we believe in the importance of the collaboration and opportunity that the event provides for our community and our home city of Leeds. Year after year, our sponsorship has also provided our company with increased visibility during the event, which we plan our marketing campaigns around. We wouldn’t miss it.

Anna Sutton, CEO & Co-Founder, The Data Shed

Activation period: February 2023 – December 2023
Cost: £3,000 + VAT
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| Networking & Hospitality                                                            |         |           |        |           |
| Invitation to exclusive Leeds Digital sponsors’ networking events                   | ●●      | ●         |        | ●         |
| Tickets to the Leeds Digital Festival Launch Event in September                     | x6      | x4        | TBD    | x2        |
| Tickets to the Leeds Digital Festival Awards Event                                  | x2      | x2        | x2     |           |

| Leeds Digital Festival Opportunities                                                |         |           |        |           |
| Support to develop bespoke Festival events                                         | ●●      | ●         |        | ●         |
| Speaking opportunities at key events                                               | ●●      | ●         |        | ●         |
| Guaranteed inclusion in Festival paid social media activity                         | ●●      | ●         |        | ●         |
| Guaranteed inclusion of your event(s) in Featured Events section on Festival website | ●       |           |        |           |
| Guaranteed inclusion of your event(s) in our daily event roundups during the Festival | ●       |           |        |           |
| Hosting the Leeds Digital Festival Launch Event in September                        | ●       |           |        |           |

**Sponsoring Leeds Digital also gives you the opportunity to:**

- Be a key supporter of the UK’s largest community-driven open tech event
- Contribute to, and benefit from, Leeds’ and the wider North's reputation as a powerhouse for tech in the UK
- Build brand awareness within a thriving ecosystem
- Cultivate relationships with a broad range of organisations and entrepreneurs
- Showcase your business to generate new business opportunities and attract talent
If you’d like to discuss becoming a sponsor, we’d love to talk.
To start the conversation, please get in touch with the team at hello@leedsdigital.org
www.leedsdigital.org | www.leedsdigitalfestival.org