



NORTHUMBRIAN
WATER *living water*

18 – 22 OCTOBER 2021

THE EVENT

We can confirm our truly unique event is going to be back for it's fifth year, 18-22 October 2021. We are creating another fantastic showcase of innovative thinking and new technology.

Our overall theme for 2021 is "The Brilliant Get Together"

Based on the latest announcements we are optimistic that we may be able to once again have some face to face elements, so we are planning a hybrid event which will combine some of digital elements which proved to be such a success last year alongside some face to face events. With a festival mothership in a central Newcastle location, as well as pop ups planned in sponsors headquarters across the country and the globe.

The key focus is still innovation and will be mashed up with the fun of a 'virtual summer festival', to inspire innovative ideas and create tangible outputs.



NEW FOR 2021



We are planning lots of new and exciting things for this year's festival here are a few examples:

- **Hybrid Festival**

- Due to the hybrid nature of the festival no matter where you are in UK or even the world, you can come and be part of NWG's 2021 Innovation Festival, either through the digital platforms, at our Festival Mothership or at one of our pop up locations.

- **Sprints/Hacks/YWIW/Dashes**

- Each headline Sprint, Data hack or Years Worth of Work In a Week (YWIW) will be supported and championed by a NWG senior leader. They will be on hand to share their expertise and what is needed to take their business to the next level.
- There will be more opportunities to be part of a Year's worth of Work in a week (YWIW) driving forward ideas already in flight.
- There will be lots of topics to choose from (which will have a scorecard / ODI focus), also you are also welcome to run sprints with other customers under the festival umbrella within the framework of UN Sustainable Development Goals (<https://sdgs.un.org/goals>).
- There will be a particular focus on establishing opportunities and ideas we can put forward to the new OFWAT Innovation fund.



NEW FOR 2021

- **Global**
 - There will be a large presence in Australia though W-Lab.
 - We plan for there to also be a presence in all major continents.
 - Global technology challenge.
- **Class of 2021**
 - We are planning to run Global assessment centres to provide the class of 2021 the skills they need to help them going forward in their careers.
 - Focus in BAME and target groups
- **Networking**
 - Rather than an online marketplace we will be holding a speed networking session in the early evening of Monday through to Wednesday to give you the chance to network with other delegates at the event.
- **Fun**
 - We are planning lots of fun activities such as:
 - Cook Alongs
 - DIY SOS style improve lives of our employees
 - Innovation in the community – working together to give back to the community



DIGITAL FESTIVAL EXPERIENCE

We will once again leverage the best digital tools to make the innovation festival a fun and immersive experience. And importantly deliver innovative new solutions that will help our business. Some of the activities will include:

- **Digital workshops** – opportunity to create new formats for digital sprints and workshops.
- **Digital mainstage** showcasing previous output – website, mobile, you tube interviews, animations.
- **Digital meeting tools** – leverage the best meeting tools
- **Digital workshop tools** – using the best tools to bring to life our festival challenges.
- **Digital speakers and celebrities** from around the globe.
- **Digital networking events** to allow you to connect with other delegates



POP UP FESTIVAL

We will re-create the magic of the festival at pop up locations across the country. We are currently exploring a number of venues across the country and are open for sponsors to host events at their own locations. We will make the following available to our pop-up locations to ensure a consistent festival experience:

- **Festival in a box** sent to pop up sites to set the mood (e.g. treats, data, agenda, instructions for activities, props,...)
- **Playlists** tailored for the festival and sprints.
- **Digital health & wellness** activities.
- **Sprint buddies** – networking and in-sprint support.
- **Digital social activities** – cook alongs, networking, drinks reception...





SPONS RSHIP OPPORTUNITIES

SPONSOR OPPORTUNITIES

For companies who have not been involved in the festival below we thought it was useful to share what will be involved in sponsoring the event as a Sprint / YWIW / Hack Sponsor:

- You will be asked to choose the challenge topic and question from a long list or a topic of your own choice
- Co-host and manage the challenge alongside NWG sprint leads
- Work with NWG external comms who will promote the challenge to a global audience via social media and IF website
- Work with the NWG Sprint lead to invite a diverse list of guests list to work on your challenge
- Opportunity to provide a challenge facilitator from your organisation
- Participate in regular meetings pre-event with sprint leads
- Work with NWG leads to identify interesting and appropriate speakers to inspire your team
- Access to training and support on hosting a sprint challenge
- Collaborate with NWG post event to support the development of ideas evolving from the challenge



PLATINUM SPRINT SPONSOR - £7,500

Only five Platinum Sprint Sponsor packages available. The package includes:

- Choice of topic for your design sprint/hack (from candidate list) or opportunity to work on a topic of your own choice within the framework of UN Sustainable Development Goals (<https://sdgs.un.org/goals>).
- 10 - 15 Minute talk about your company as part of the morning opening (Tuesday - Thursday).
- Attendance of one celebrity guest speaker during the week for one hour to work with your sprint/team.
- Mentions on all social channels and dedicated time each day on the end of day video post and accompanying video.
- Premium Supplied Festival in a box to give your space the festival feel.
- Pitch sprint ideas as part of Festival close with a chance to compete for seed funding to take your idea to the next level.
- Chance your final idea could form part of a joint bid with NWG for the OFWAT Innovation Fund
- Bespoke press release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter and Instagram.
- Daily tweets during the festival including your twitter handle/account in a specific post – promoting your sprint and key message.
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your sprint / key message about your work.
- Instagram and LinkedIn posts – promoting your sprint / key message about your work.
- Prominent branding – on event website and across chosen platforms.
- Advert on website www.innovationfestival.org.
- Exclusive meeting with one of the Executive Leadership Team.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor) .
- Chance to be part of the 'speed networking' events which are planned through the week.
- Senior manager from NWG assigned as your host throughout.
- First right of refusal for 2022 event.



SPRINT/YWIW/ HACK SPONSOR (WITH FACILITATOR) - £6,000

Only 10 sprint sponsor packages available. The package includes:

- Option to host a sprint of your choice (from candidate list) or opportunity to work on a topic of your own choice within the framework of UN Sustainable Development Goals (<https://sdgs.un.org/goals>).
- Experienced facilitator provided by NWL to facilitate the week
- Pitch sprint ideas as part of Festival close with a chance to compete for seed funding to take your idea to the next level.
- Chance your final idea could form part of a joint bid with NWG for the OFWAT Innovation Fund
- Bespoke press release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter, Instagram.
- Daily tweets during the festival including your twitter handle/account in a specific post – promoting your sprint and key message.
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your sprint / key message about your work.
- Instagram and LinkedIn posts – promoting your sprint / key message about your work.
- Mention on all social channels.
- Prominent branding – on event website and chosen platforms.
- Supplied with Festival in a box give your space the festival feel
- Advert on website www.innovationfestival.org.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor).
- Chance to be part of the ‘speed networking’ events which are planned through the wee
- Senior manager from NWG assigned as your host throughout
- First right of refusal for 2022 event.



SPRINT/YWIW SPONSOR - £5,000

Only 10 sprint sponsor packages available. The package includes:

- Option to host a sprint of your choice (from candidate list) or opportunity to work on a topic of your own choice within the framework of UN Sustainable Development Goals (<https://sdgs.un.org/goals>).
- Pitch sprint ideas as part of Festival close with a chance to compete for seed funding to take your idea to the next level.
- Chance your final idea could form part of a joint bid with NWG for the OFWAT Innovation Fund
- Bespoke press release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter, Instagram.
- Daily tweets during the festival including your twitter handle/account in a specific post – promoting your sprint and key message.
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your sprint / key message about your work.
- Instagram and LinkedIn posts – promoting your sprint / key message about your work.
- Mention on all social channels.
- Prominent branding – on event website and chosen platforms.
- Supplied with Festival in a box give your space the festival feel
- Advert on website www.innovationfestival.org.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor).
- Chance to be part of the 'speed networking' events which are planned through the week.
- Senior manager from NWG assigned as your host throughout
- First right of refusal for 2022 event.



DATA HACK SPONSOR - £5,000

Only 3 Data Hack Sponsor packages available. The package includes:

- Option to host a hack of your choice (from candidate list) or opportunity to work on a topic of your own choice within the framework of UN Sustainable Development Goals (<https://sdgs.un.org/goals>).
- Pitch hack ideas as part of Festival close with a chance to compete for seed funding to take your idea to the next level.
- Chance your final idea could form part of a joint bid with NWG for the OFWAT Innovation Fund
- Bespoke press release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter, Instagram.
- Daily tweets during the festival including your twitter handle / account in a specific post – promoting your hack and key message.
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your sprint / key message about your work.
- Instagram and LinkedIn posts – promoting your sprint / key message about your work.
- Mention on all social channels and chosen platforms.
- Prominent branding on event website.
- Supplied with Festival in a box give your space the festival feel.
- Advert on website www.innovationfestival.org.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor).
- Chance to be part of the 'speed networking' events which are planned through the week.
- Senior manager from NWG assigned as your host throughout.
- First right of refusal for 2022 event.



FESTIVAL IN A BOX - £1,000

The Festival in a Box package enables your organisation be part of the festival and work on it's own challenge. A short-cut to innovation success using our tried and trusted formula

This package includes:

- Option to host your own challenge under the umbrella of the Innovation Festival
- Supplied with Festival in a box give your space the festival feel.
- Take part in all the extra-curriculum activities and on line content.
- Be part of the comms machine to shout about your activities.
- Advert on website www.innovationfestival.org.

