The central graphic features the text 'SPONSORSHIP OPPORTUNITIES' in a bold, black, distressed font. To the left of the text is a red gear with a blue star above it and a purple star to its left. To the right is a white play button icon and a blue microscope. The background is a light orange color with large, abstract, darker orange shapes. Small white starburst icons are scattered around the text.

SPONSORSHIP OPPORTUNITIES

Following the huge success and brilliant feedback, it's our pleasure to confirm NWG's Innovation Festival will be back for the eighth year running, from Monday 8th – Thursday 11th July 2024.

Following the success of the previous festivals, we again plan an in-person festival, at the much-loved Newcastle Racecourse.

[CLICK HERE TO VIEW THE 2023 EXECUTIVE SUMMARY](#)

[CLICK HERE TO VIEW THE DETAIL OF 2023'S FESTIVAL OUTCOMES](#)

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

We're working away behind the scenes to bring you an exciting line up, so now is the perfect time to get onboard.

THE INNOVATION FESTIVAL

WHAT IS THE INNOVATION FESTIVAL?

Our Innovation Festivals are big, loud, exciting and very unique events where we gather some of the greatest and most innovative minds from the worlds of business, science, tech, engineering, utilities and customer services and get them to tackle real world problems together in a series of Sprints*.

To understand the scale, why not take a look at the festival from a walk through perspective [here](#). Thanks to our friends at Matterport for producing the scan or check out our A-Z of all things Innovation Festival [here](#)!

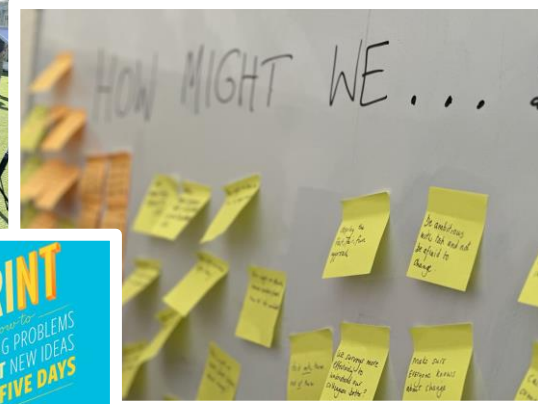
WHAT DOES IT INVOLVE?

Each year at NWG Innovation Festival HQ, we take a selection of business challenges and issues currently facing our industry, as well as look at wider global issues that impact everyone, like climate change and water poverty. We bring together people from all over the globe with different skills and knowledge and we work together to produce solutions and viable outcomes - all in five days or less*.

WHAT IS A SPRINT*?

A sprint gives teams and groups a shortcut to learning and idea creation without building and launching. The sprint is usually a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers. Watch the short video below which details the sprint methodology based on the work of Jake Knapp. Watch this short video summarising the process of a Sprint here:

[Sprint – Book Summary](#)



YOUNG CITIZENS WORK EXPERIENCE FESTIVAL

BRAND NEW FOR 2024

In 2024, Northumbrian Water is set to break new ground by hosting a unique Young Person's Festival in tandem with their renowned Innovation Festival.

This ground-breaking initiative aims to provide young individuals with invaluable work experience at Northumbrian Water while immersing them in the dynamic and enjoyable atmosphere of the festival.

Participants will engage in a wide-range of activities including design sprints on such critical issues such as climate change, learning valuable skills for the next stage in their lives.

This extraordinary opportunity not only fosters innovation but also empowers the younger generation to play an active role in shaping a brighter, sustainable future.

More information will be shared in due course and if you would like to get involved, please see the sponsorship opportunities.

This would be a perfect opportunity for any apprentices in your workplace or those who have just started their career within your organisations. Why not open the invite to them?

If you are interested in sponsoring our Young Citizens Work Experience Festival, please do reach out and the pack will be provided.



THIS YEAR'S IS THEME

SPEED AND SCALE

We are great at generating brilliant ideas and want to bottle up all that 'can do' spirit generated during the festival week so we can move those ideas into our business at speed.

To do this we want to create the right environment and processes so we can increase our speed of moving these ideas forward and then to be able to scale the ideas which is where the true value from innovation is unlocked.

At Innovation Festival 2024, we are going to look at some existing ideas and accelerate progress and look at how we can even speed up the sprint process during the week using artificial intelligence tools, helping NWG to fast forward projects and encourage scale up the brilliant work already in flight.

Speed and scale is going to be brought to life across the whole festival, so pop your seat belt on, IF24 is taking off and hoping you will join us on the ride!



SPRINT BUBBLES

The following list is proposed bubbles (similar themed sprints and hacks) at this year's festival. More detail will be shared around each specific bubble in due course!

**RIVER WATER
QUALITY**

**CIRCULAR
ECONOMY**

CITIZENS

TECHNOLOGY

**NORTH
EAST**

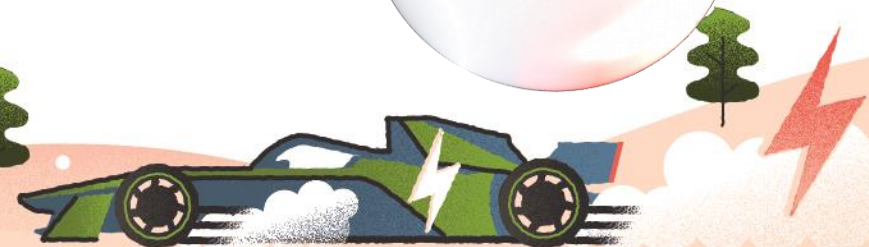
**WORKFORCE
OF THE
FUTURE**

AMP8

**ASSET
HEALTH**

If you have
any ideas or
suggestions, we
are happy to
hear them!

WATER



PROPOSED SPRINT TOPICS

★ RIVER WATER QUALITY

- How can we create the carbon neutral North East?
- Open Data challenge for the North East relating to health, economy, digital literacy or natural assets
- How might we improve RWQ by tackling microplastics at source?

NORTH EAST

- How might we keep water out of combined sewers? – open data challenge and sprint
- Smart Sewers YWIW – How can utilise the capacity of our sewers?
- How can we work better together with our Communities for healthier rivers?
- What end of sewer pipe treatments could create a super combined sewer?
- River Deep Mountain AI YWIW - How can we boost water body health?

WORKFORCE OF THE FUTURE

- How can we attract talent for a strong future workforce?
- How can we boost green jobs and bring the environmental strategy to life?
- How can we grow the characteristics of a great team to boost our business?
- How can we enable a rich and modern career? Great jobs, great lives
- How can we build health & wellbeing into jobs of the future?

CIRCULAR ECONOMY

- How can we improve a protected area through joint marine spatial planning, and licensing and create a new industry for the North-East?
- What does the integrated biorefinery of the future look like?

If you are interested in any of the topics listed, please do get in touch.



PROPOSED SPRINT TOPICS CONTINUED

ASSET HEALTH

How can we use technology to extend the life of a class of asset?
YWIW - Control room of the future part 3
How can we boost asset health?

AMP 8

How can we make Nature Based Solutions a first choice?
How can we accelerate the use of offsite construction?
How do we handle the increase in capital work without disrupting operations?
How can we best coordinate operations using data?
How can we use generative AI in design?

CITIZENS

YWIW - Smart meter related challenge
How can we create viral behaviour change that reduces PCC?
How can we best serve our vulnerable customers during an incident?
What great customer experiences can we create?
How can we maximise our app to improve our customers lives?
How can we optimise our fleet?
How can we improve our BRMEX?

TECHNOLOGY

How can we maximise battery life in SLMs?
How can we inject innovation into regulation?
Placeholder for an Ofwat winner
Placeholder for an Ofwat winner
How can we scale an Ofwat project in play/completed?
How can leverage robotics in our operations to increase speed and scale?

WATER

Water quality related - PFAS
Water neutrality – can we create a water neutral council?
Smart Water Network YWIW – How can we take treatment to tap further?



2023 IN NUMBERS



ATTENDEES

2472



IN PERSON SPRINTS

21



COUNTRIES

33



NW/ESW EMPLOYEES

690



LIVING WELL
ACTIVITIES

12



ORGANISATIONS

> 650



TOTAL CONNECTIONS
FROM TAP BADGES

40,360



STEM ACTIVITIES

26



ROBOTS IN ATTENDANCE

14



WATER COMPANIES

27



SPONSORS

65



ATTENDEES
PEAK DAY

>1300



ONLINE ACTIVITIES

5



SWEET TREATS ENJOYED

>2300



DATA HACKS

4



GUEST ACTS

12



EXHIBITION STANDS

57



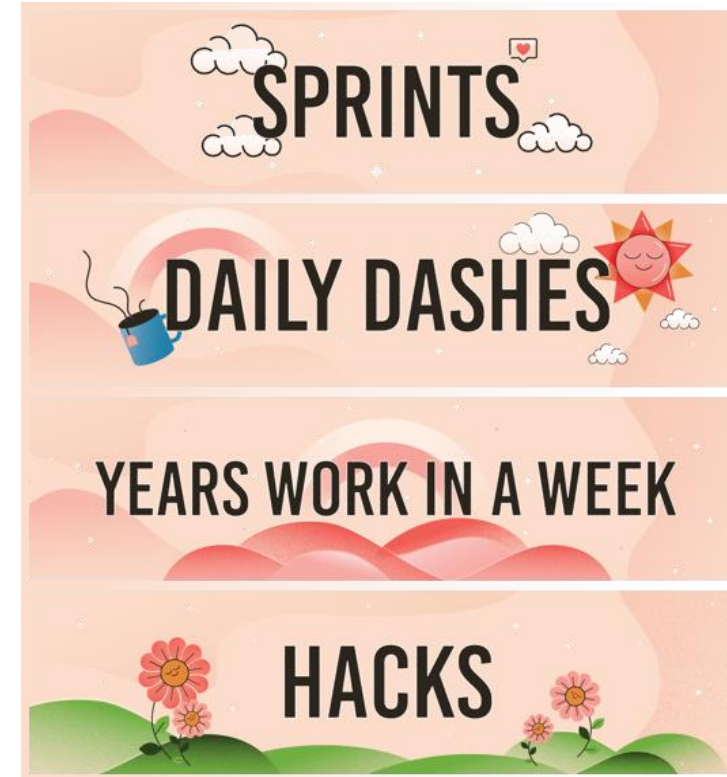
DAILY DASHES

10

SPONSORSHIP – WHAT’S INVOLVED?

Here is what is involved in sponsoring the event as a Festival Sponsor;

- ☀ Choice of challenge topic from the pre prepared list of key challenges to NWG.
- ☀ Co-host and manage the challenge alongside NWG sprint leads.
- ☀ Work with NWG comms who will promote the challenge to a global audience via social media and website.
- ☀ Work with the NWG Sprint lead to invite a diverse list of guests to work on your challenge.
- ☀ Provide a facilitator from your organisation to navigate through the sprint or hack process.
- ☀ Participate in regular meetings pre-event with sprint leads.
- ☀ Provide resources to lead and participate in the sprint alongside NWG, either in person at the face-to-face event or virtually for a digital sprint.
- ☀ Work with NWG leads to identify interesting and appropriate speakers to inspire your team.
- ☀ Access training and support on running a design sprint in the run up to the event.
- ☀ Collaborate with NWG post event to support the development of ideas evolving from the challenge
- ☀ Potential access to innovation funding to support the ‘big idea’ or route to Ofwat Innovation funding
- ☀ Access to NWG’s Quarterly Innovation Ambassadors meeting, hearing about innovations within NWG and the opportunity to present within the Innovation Connect meetings.



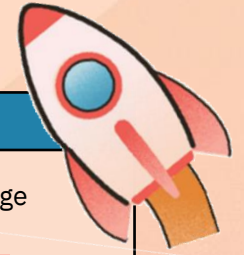
WHAT TO EXPECT...

We have something for everyone!

Whether you're introverted or extroverted the festival caters to all involved.



DRAFT TIMETABLE FOR 2024 ...



	08:00-09:00	09:00-09:30	09:30-12:00	12:00-13:15	13:30-14:30	14:30-16:00	16:00-17:00	
MON	Setup Time	Exhibition Space & Sprint Tents		Registration & Lunch Site entrance & Exhibition Space	Launch of Innovation Festival 2024 Festival Opening Session	Meet your sprint team in sprint tents	Visit Exhibition village and networking	
	Festival opens at 12:30pm		Funderdome		Funderdome	Sprint Tents	Exhibition Space	
TUE	08:15-09:00	09:00-09:30	09:30-12:00	12:00-13:15	13:15-16:15	16:30-17:00	17:15-19:00	
	Registration Site entrance & Exhibition Space	Opening Session Funderdome	Sprint & Hack time Sprint Tents/ Racecourse Building	Lunch & Inspiration Sessions Exhibition Space	Sprint & Hack time Sprint Tents/ Racecourse Building	Wrap up Session Funderdome	Exhibition Village Networking Drinks Reception Exhibition Space	
WED	08:15-09:00	09:00-09:30	09:30-12:00	12:00-13:15	13:15-16:15	16:30-17:00	17:00-18:30	18:30-22:00
	Registration Site entrance & Exhibition Space	Morning Welcome Funderdome	Sprint & Hack time Sprint Tents/ Racecourse Building	Lunch & Inspiration Sessions Exhibition Space	Sprint & Hack time Sprint Tents/ Racecourse Building	Wrap up Session Funderdome	Networking Drinks Exhibition Space	Festival Celebration Funderdome
THU	08:15-09:00	09:00-09:30	09:30-12:00	12:00-13:15	13:15-16:15	16:30-17:00	17:15-19:00	
	Registration Site entrance & Exhibition Space	Morning Welcome Funderdome	Sprint & Hack time Sprint Tents/ Racecourse Building	Lunch & Inspiration Sessions Exhibition Space	Sprint & Hack time Sprint Tents/ Racecourse Building	IF24 wrap up Funderdome	End of festival social event and networking Beach outdoor area	
FRI	08:15-09:00	09:00-09:30	09:30-12:30	12:30 ONWARDS				
	Registration Site entrance & Exhibition Space	Breakfast & Thankyous Funderdome	NWG Leads & Sponsors Bubble Festival Share back Sprint Tents	Festival Closed				



SPONSORSHIP PACKAGES

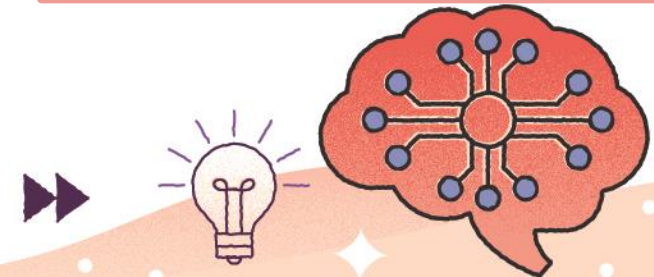
PACKAGE NAME	NO. REMAINING
Platinum Racecourse Sponsor	2
Gold Racecourse Sponsor	3
Racecourse Sprint Sponsor	16
Racecourse Hack Sponsor	2
Digital Sprint Sponsor	10
Brought to You By Sponsor	Multiple
Young Citizens Work Experience Festival Sponsor	To be confirmed
WiSTEM Event Sponsor	1

PLATINUM RACECOURSE SPRINT SPONSOR - £25,500

The package includes:

- **Choice of topic for your design sprint/hack from candidate list and chance to tailor the sprint/hack topic.**
- **Attendance of one celebrity guest speaker during the week to visit your sprint/team.**
- **Prominent branding on all festival advertising as platinum sponsor.**
- Pitch sprint ideas as part of Festival bubble playbacks on Friday with access to NWG Executive Leadership Team and Senior Leaders 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.
- Custom-made press release ahead of the festival and a suite of social posts connected to the press release on all social channels.
- Tailored social-media messages on all channels on the lead up and during the festival.

- Social media tags and mentions as the Platinum sponsor in the run up and during the festival.
- Logo and advert on website www.innovationfestival.org.
- 3 invitations to Exclusive drinks reception with Executive Leadership Team and other Platinum, Gold, Sprint and Hack sponsors
- Exclusive Innovation lunch with NWG senior leaders and other Platinum & Gold sponsors.
- Experienced Manager from NWG assigned to your sprint, as sprint lead.
- Delegate access to all day and evening events.
- First right of refusal for 2025 event.
- Your choice of sprint tent location.
- Your choice of exhibition stand location in the exhibition area Monday – Thursday.
- Invitation to participate in exclusive special guest event.
- Priority access to lunch and sweet treats for your sprint delegates/tent attendees.
- Front row seating at our Main evening event.
- Guaranteed 6 x whiteboards and larger tv in your sprint tent.
- Opportunity to influence plans for the festival through a planning meeting with Innovation Festival organisers.
- Direct 1:1 feedback on the event with Innovation Festival organisers to share your thoughts and ideas.
- Logo visible on outdoor digital screen intermittently throughout whole event.



GOLD RACECOURSE SPRINT SPONSOR - £20,500

The package includes:

- Choice of topic for your design sprint/hack from candidate list and chance to tailor the sprint/hack topic
- Attendance of one celebrity guest speaker during the week to visit sprint/team.
- Branding on all festival advertising as gold sponsor.
- Pitch sprint ideas as part of Festival bubble playbacks on Friday with access to NWG Executive Leadership Team and Senior Leaders 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.
- Mentions as the gold sponsor in press releases issued for each bubble area ahead of the festival and a suite of social posts connected to the press release on all social channels.
- Social media tags and mentions as the gold sponsor in the run up and during the festival.
- Prominent branding – on event website host tent etc.
- Logo and advert on website www.innovationfestival.org.
- 3 invitations to the Exclusive drinks reception with NWG's Executive Leadership Team and other Platinum and Gold, Sprint and Hack sponsors.
- Exclusive Innovation lunch with NWG senior leaders and other Platinum and Gold sponsors.
- Experienced manager from NWG assigned to your sprint, as sprint lead.
- Delegate access to all day and evening events.
- First right of refusal for 2025 event.
- Guaranteed Sprint location within the Marquee Village* alternative offered for Hacks provided.
- Priority access to lunch and sweet treats for your sprint delegates/tent attendees.
- Your choice of location in the exhibition stand before other sponsors Monday – Thursday.
- Logo visible on outdoor digital screen intermittently throughout whole event.



RACECOURSE SPRINT SPONSOR - £15,500

The package includes:

- ✿ Choice of topic for your design sprint/hack from candidate list
- ✿ Pitch sprint ideas as part of Festival bubble playbacks on Friday with access to NWG Executive Leadership Team and Senior Leaders 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
- ✿ Mentions as a sprint sponsor in press releases issued for each bubble area ahead of the festival.
- ✿ Social media tags and mentions as a sprint sponsor in the run up to the festival.
- ✿ Prominent branding – on event website host tent etc.
- ✿ Logo and advert on website www.innovationfestival.org.
- ✿ Two invitations to the Exclusive drinks' reception with Executive Leadership Team and other Platinum, Gold, Sprint and Hack sponsors.
- ✿ Exhibition stand on Main Street in exhibition village Monday – Thursday.
- ✿ Experienced Sprint Lead from NWG assigned to your sprint.
- ✿ Delegate access to all day and evening events.
- ✿ First right of refusal for 2025 event.
- ✿ Logo visible on outdoor digital screen intermittently throughout whole event.



RACECOURSE HACK SPONSOR - £15,500

The package includes:

- Choice of topic for your hack from candidate list
- Pitch sprint ideas as part of Festival bubble playbacks on Friday with access to NWG Executive Leadership Team and Senior Leaders 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
- Mentions as a hack sponsor in press releases issued for each bubble area ahead of the festival.
- Social media tags and mentions as a hack sponsor in the run up to the festival.
- Prominent branding – on event website host tent etc.
- Logo and advert on website www.innovationfestival.org.
- Two invitations to the Exclusive drinks reception with Executive Leadership Team and other Platinum, Gold, Sprint and Hack sponsors.
- Exhibition stand on Main Street in exhibition village at Newcastle Racecourse Monday – Thursday.
- Experienced hack Lead from NWG assigned to your hack.
- Delegate access to all day and evening events.
- First right of refusal for 2025 event.
- Logo visible on outdoor digital screen intermittently throughout whole event.



DIGITAL SPRINT SPONSOR - £8,000 / £5,500

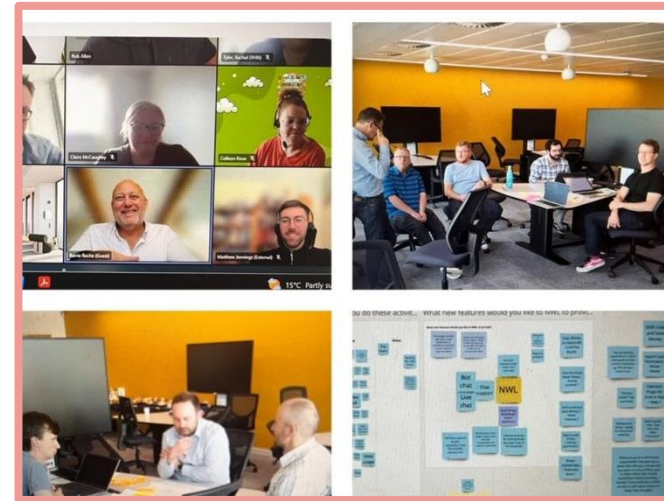
For £5,500 the package includes:

- Option to host a sprint of your choice from candidate list
- Pitch sprint ideas as part of Festival close at the Racecourse 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
- Mentions as a sprint sponsor in press releases issued for each bubble area ahead of the festival.
- Social media tags and mentions as a sprint sponsor in the run up to the festival.
- Prominent branding – on event website and chosen platforms.
- Supplied with Festival in a box give your space the festival feel
- Manager from NWG assigned to your sprint.
- Logo and advert on website www.innovationfestival.org.
- First right of refusal for 2025 event.



For £8,000 the package includes all of the above plus:

- Exhibition stand in exhibition village and opportunity to exhibit at Newcastle Racecourse Monday –Thursday.
- Delegate access to all day and evening events at the face-to-face event at Newcastle Racecourse.



BROUGHT TO YOU BY SPONSOR - £5,500

We have a number of brought to you by packages available. The package includes:

- 'Brought to you by...' branding for the following sponsored items as static signage.
- Logo and advert on website www.innovationfestival.org.
- Exhibition stand in exhibition village and opportunity to exhibit in exhibition area Monday – Thursday.
- Delegate day passes with access to all sprints and access to all evening events.
- Logo visible on outdoor digital screen intermittently throughout whole event.
- For further information about a specific package please get in touch.

PACKAGE NAME	NO. AVAILABLE
Sweet Treat Sponsor	7
Lunch Sponsor	4
Wellbeing Sponsor	1
Zero Waste Sponsor	1
Tea & Coffee Sponsor	SOLD OUT
Digital Screen Sponsor	SOLD OUT
STEM Activities Sponsor	Multiple (TBC)
Evening Drinks Sponsor	3
Tepee Sponsor	1
Festival Beach Sponsor	SOLD OUT
Bandstand Sponsor	4
Evening Entertainment	2
Games Area Sponsor	1
WiSTEM Event	SOLD OUT



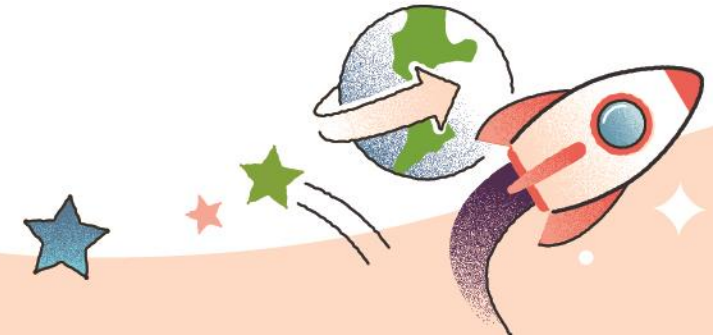
OUTDOOR EXHIBITOR ADD ON - £1,000

Limited number of Add Ons available!

Step outside the ordinary and elevate your exhibition experience!

- Our exclusive offer allows sponsors to gain a competitive edge by paying an additional £1,000 for an outdoor exhibit space. Discover the compelling advantages of showcasing your brand in a refreshing, open-air setting with increased visibility and engagement.
- Showcase products or services effectively in an appealing outdoor environment.
- Unique opportunity to stand out and differentiate from indoor exhibitors.
- Captivate audiences in our relaxed and inviting open-air setting.
- Increased visibility and potential footfall, leading to higher brand exposure.
- Greater chance to forge meaningful connections with potential clients or customers.
- This add on includes Monday (set up) – Thursday (afternoon take down).

If you wish to solely exhibit outside, please contact the team as this add on price is strictly for those with indoor exhibit stands.



SPONSORSHIP & EXHIBITION FEEDBACK 2023

Judith helped us as a sponsor and her support was outstanding as always, plus as an individual the whole event was 'easy to do business with' and a joy to attend.



Excellent chance to meet likeminded people and take part in finding solutions to problems of particular interest.

I think the event gets better each year, there are some minor improvements that could be made, but the event this year was amazing as always

"...had a great experience with NWL staff were also positioned to a stand sponsored by a colleague so we could help each other."



"...As an individual and as a sponsor we wanted to contribute to what has become an iconic festival of collaboration of innovative minds."

CONTACT INFORMATION

To register your interest in sponsoring the Innovation Festival or to discuss any of the sponsorship opportunities 2024's event/if you have any specific ideas in mind.

Please complete the short form [here](#) and a member of the team will be in touch within five working days.

We look forward to hearing from you and can't wait to bring another fun filled, innovation creating event!

For any other queries please direct your enquiry to innovationfestival@nwl.co.uk.

HANDY LINKS

2023 EXECUTIVE
SUMMARY

2023 OUTCOME
DETAILS

FESTIVAL
WALKTHROUGH

REGISTER YOUR
INTEREST IN
SPONSORSHIP