



NORTHUMBRIAN WATER'S

INNOVATION FESTIVAL

7TH - 10TH JULY 2025



PARTNERSHIP OPPORTUNITIES

INNOVATION FESTIVAL 2025

We are pleased to announce Northumbrian Water's Innovation Festival will be back in 2025; within this pack we're thrilled to share some amazing partnership opportunities and some exclusive packages!

This is your chance to get involved and showcase your brand in front of a lively, engaged crowd and be part of an unforgettable experience.

We would like to offer you an **Early Bird discounted price, only** if you commit and sign the required sponsorship agreement before the end of the year where we will maintain the cost at 2024 pricing.



FESTIVAL FRIENDS

NEW FOR 2025

Partnership Referral offer!

If you and your recommended organisation partner with us at Innovation Festival 2025, you will receive an additional **£500 reduction on your partnership package.**



2024 IN NUMBERS



Attendees
3131



NW/ESW
Employees
800



Countries
34



Sprint Leads
113



Sprints, hacks
and dashes
50



AI Tools
Applied
6



Years of work
completed at festival
54*



Sectors
45



Organisations
>650



Sponsors
97



Universities
39



Young People
676



Guest Speakers
and Acts
11



Music Acts
6

SPRINT BUBBLES & TOPICS

IF25's list of sprint titles and bubbles is a work in progress but here are some of the topics which could play a part in our next festival...

As we are currently in the planning phase, we are open to topic suggestions too!

NATURE

ASSET HEALTH

RIVER WATER QUALITY

LEAKAGE

DATA

RIVERS

AI FOR GOOD

TECHNOLOGY

CITIZENSHIP

NORTH EAST

WORKFORCE OF THE FUTURE

NET ZERO

AMP8

WATER NETWORKS

JOBS & SKILLS

CIRCULAR ECONOMY & RESOURCE RECOVERY

COMMUNITIES



WHAT TO EXPECT...



We have something for everyone!

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



YOUNG CITIZENS WORK EXPERIENCE FESTIVAL

BACK FOR 2025!

In 2024, Northumbrian Water delivered the first Young Citizens Work Experience Festival, in tandem with their renowned Innovation Festival. Here's what 2024 looked like...



This initiative provides young individuals with invaluable work experience through a variety of different workshops while immersing them in the dynamic and enjoyable atmosphere of the festival.

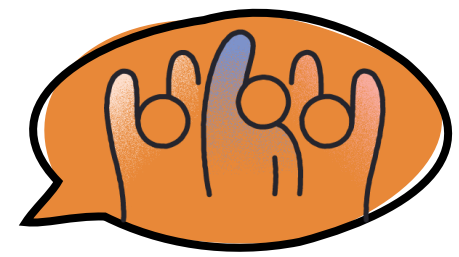
We need partners support to provide our Young Citizens with the most memorable and worthwhile experience, if you would like to be involved through sponsorship and organisation; please contact the team at youngcitizensfestival@nwl.co.uk.

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

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



WHAT PREVIOUS SPONSORS SAY



SIEMENS

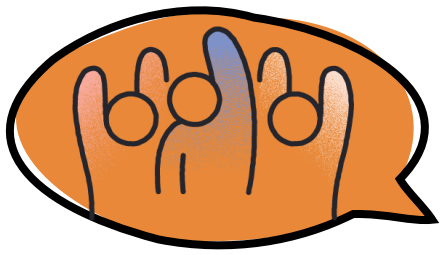
The Northumbrian Water Innovation Festival is an invaluable platform for Siemens, fostering collaboration, creativity, and the rapid development of sustainable solutions for the UK water sector. By bringing together industry leaders, technologists, and creative minds, the festival provides Siemens with a unique opportunity to engage directly with key stakeholders, explore new ideas, and test cutting-edge technologies in real-world scenarios. The collaborative environment accelerates innovation and drives meaningful progress in addressing pressing water management challenges, from digital transformation to environmental sustainability. This engagement not only strengthens Siemens' role in advancing the future of water but also boosts the overall resilience and innovation of the UK water industry.

– Karl Dalton, Business Development Manager, Siemens

This year was our first year exhibiting at the Innovation Festival and it quickly became my favourite event of the year. The quality of people attending from the industry was fantastic with lots of decision makers from all over the country including South West Water! The poor weather didn't put anyone off and we can only imagine how great it would be in the sun. We didn't include any sprints this year as it was first time attending, we wanted to see what it's like and concentrate on our stand. But we are definitely coming next year and looking to get more involved. Only wished we had signed up a few years ago!

- Lee Carey, Regional Account Manager North East UK





WHAT PREVIOUS SPONSORS SAY

Ordnance Survey are pleased to support Northumbrian Water and the Innovation Festival. We've been involved for years now and it's always great seeing so many organisations, and let's not forget the citizens, in one place and working towards a common goal – finding answers to real problems. Innovation isn't something that just happens, there's no monopoly on good ideas, but it needs structure and a process to bring those ideas to life. That's what make the Festival so great, the ability to get people from such diverse businesses and backgrounds together and deliver some tangible, actionable outputs. The great work we've done with the National Underground Asset Register (NUAR) and the Priority Services Register for vulnerable customers- both of which started as ideas from the Festival - are fantastic examples of innovation in action. Of course, not all the good ideas and initiatives work out, but that's what's so great about the culture of innovation that Northumbrian has successfully created throughout their business and the wider Festival – the ability to think differently and give it a go!

– Chris Wilton, Strategic Account Manager, Ordnance Survey



We have had the pleasure of seeing the NWL Innovation platform grow exponentially year on year as it was our 3rd time at the Festival. 2024 was a landmark year for Vyntelligence at the NWL innovation festival. We got the opportunity to collaborate & contribute into streams around AI powered Capital delivery, Safety, Customer experience and finance. This was only possible as we had access to a diverse set of people from different industries & companies on this amazing immersive platform with daily sprints, exhibitions, competitions and thought leadership sessions. You could be working with graduates or NWL leadership teams the simple idea is to co-create Game Changing ideas that will benefit People, Planet and Profit. A special shout out to the Festival organising team who go the extra mile to make life simple for all, not just sponsors!

- Kapil Singhal, Vyntelligence

PLATINUM RACECOURSE SPRINT PARTNER

£26,000

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 partner.
- 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.
- Included in Partner press release ahead of the festival as a Platinum partner with full details about sponsorship and festival involvement.
- A bespoke quote from NWL for use in your own company press releases and distribution support.
- Social media tags and mentions as Platinum Partner in the run up and during the festival.
- Logo on website www.innovationfestival.org.
- 3 invitations to Exclusive drinks reception with Senior Leadership Team and other Platinum, Gold, Sprint and Hack partners.

- Exclusive Innovation lunch with NWG senior leaders and other partners.
- NWG senior leader support throughout the week.
- NWG employee assigned to your sprint, as sprint lead.
- Delegate access to all day and evening events.
- First right of refusal for 2026 event, our tenth-year anniversary celebration.
- 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.
- Logo within partner information pack and festival executive summary.

**Limited larger exhibition stand space is available at an additional charge.*



NORTHUMBRIAN
WATER *living water*



GOLD RACECOURSE SPRINT PARTNER

£21,000

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 Partner.
- 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.
- Included in Partner press release ahead of the festival as a Gold Partner.
- Social media tag and/or mention as Gold partner in the run up and during the festival.
- Prominent branding – on event website host tent etc.
- Logo on website www.innovationfestival.org.
- Logo within partner information pack and festival executive summary.

- 3 invitations to the Exclusive drinks reception with NWG's Senior Leadership Team and other Platinum and Gold, Sprint and Hack partners.
- Exclusive Innovation lunch with NWG senior leaders and partners.
- 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 partners Monday – Thursday.
- Logo visible on outdoor digital screen intermittently throughout whole event.

**Limited larger exhibition stand space is available at an additional charge.*



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RACECOURSE SPRINT PARTNER

£16,000

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
- 💡 Prominent branding – on event website host tent etc.
- 💡 Logo on website www.innovationfestival.org.
- 💡 Two invitations to the Exclusive drinks' reception with Executive Leadership Team and other Platinum, Gold, Sprint and Hack partners.
- 💡 Exclusive Innovation lunch with NWG senior leaders and other partners.
- 💡 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.
- 💡 Logo within partner information pack and festival executive summary.

**Limited larger exhibition stand space is available at an additional charge.*



RACECOURSE HACK PARTNER

£16,000

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
- 💡 Prominent branding – on event website host tent etc.
- 💡 Logo on website www.innovationfestival.org.
- 💡 Two invitations to the Exclusive drinks' reception with Executive Leadership Team and other Platinum, Gold, Sprint and Hack partners.
- 💡 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.
- 💡 Logo within partners information pack and festival executive summary.



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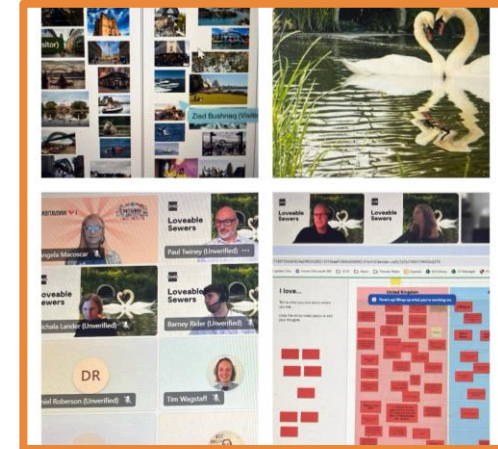


DIGITAL SPRINT PARTNER

£10,500 OR £8,000

For £8,000 the package includes:

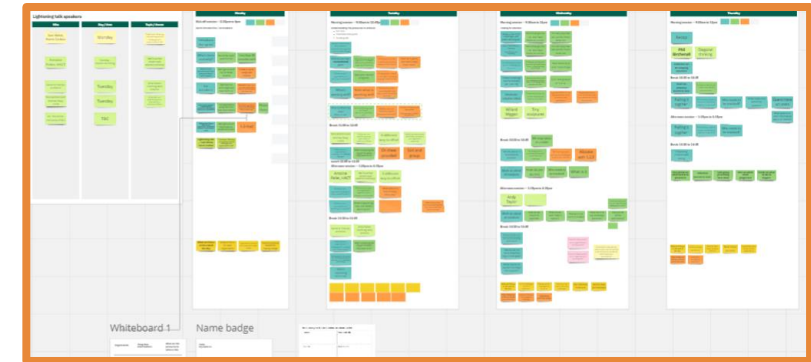
- 💡 Option to host a sprint of your choice virtually ahead of the festival week from candidate list
- 💡 Pitch sprint ideas as part of Festival close at the Racecourse with a chance to compete for seed funding to take your idea to the next level.
- 💡 Chance your final idea could form part of a joint bid with NWG for the OFWAT Innovation Fund
- 💡 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 on website www.innovationfestival.org.
- 💡 First right of refusal for 2025 event.
- 💡 Logo within partner information pack and festival executive summary.



For £10,500 the package includes all 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.

**Limited larger exhibition stand space is available at an additional charge.*



BROUGHT TO YOU BY PARTNER

£6,000

We have several brought to you by packages available. The package includes:

- 💡 'Brought to you by...' branding for the following sponsored items as static signage.
- 💡 Logo 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.
- 💡 Logo within partner information pack and festival executive summary.
- 💡 For further information about a specific package please get in touch.

PACKAGE NAME	NO. AVAILABLE	PACKAGE NAME	NO. AVAILABLE
Sweet Treat Partner	9	WiSTEM Event	1
Lunch Partner	3	Festival Theme Partner	1
Wellbeing Partner	1	Celebrity Partner	4
Sustainability Partner	1	AI Partner	1
Tea & Coffee Partner	1	Inclusivity Partner	1
Digital Screen Partner	1	Fun activity 1 Partner (e.g. IF24 – F1 Car)	1
Evening Drinks Partner	2	Fun activity 2 Partner (e.g. IF24 – Beer Bike)	1
Tepee Partner	2	Podcast Guest Partner	2
Festival Beach Partner	1	Evening Entertainment	3
Bandstand Partner	4	Festival Supporting Items	1
Monday Opener	1	Celebrity Speakers	3

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OUTDOOR EXHIBITOR ADD ON

£2,500

Limited number of Add Ons available!

Step outside the ordinary and elevate your exhibition experience! Discover the compelling advantages of showcasing your brand in a refreshing, open-air setting with increased visibility and engagement.

- 💡 Our exclusive offer allows Partners to gain a competitive edge by paying an additional £2,500 for an outdoor exhibit space (limited at 10 x 5m2)* 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.

**Limited larger outdoor exhibition stand space is available at an additional charge.*



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PARTNERSHIP & EXHIBITION FEEDBACK 2024

"Thank you so much for having us at the event, we had a fantastic time. We weren't 100% sure what to expect but were amazed at the scale, energy and quality of interactions across the week. It has taken us a little while to re-adjust to "normal" working life this week"



"...A big congratulations to all of you for continuing to drive the festival to be an amazing space where we're putting innovation at the heart of everything we do, but allowing people to see the fun and enjoyment in pushing the industry forward."



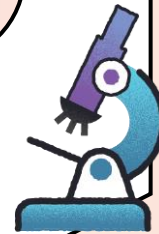
"It was such a privilege being part of yet another successful Innovation Festival. One of the best and most engaging events across Industries we have seen. Our teams learnt a lot and are fully charged up

Kudos to entire NWL team and wishing some of the brilliant ideas would shape into reality from the festival. "

"I wanted to say what a success I thought the innovation festival 2024 was, it was my first and I had a great time, made loads of connections and hopefully added value to a few sprints in the process"



"I have caught up with most of the team now that they have returned, and they are all still buzzing from their week spent with you down at the racecourse. The feedback I have had is extremely positive from everyone and I am so pleased that we were able to contribute in such a positive way to the event overall."



CONTACT INFORMATION

To register your interest in Partnering the Innovation Festival or to discuss any of the sponsorship opportunities 2025's event

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.

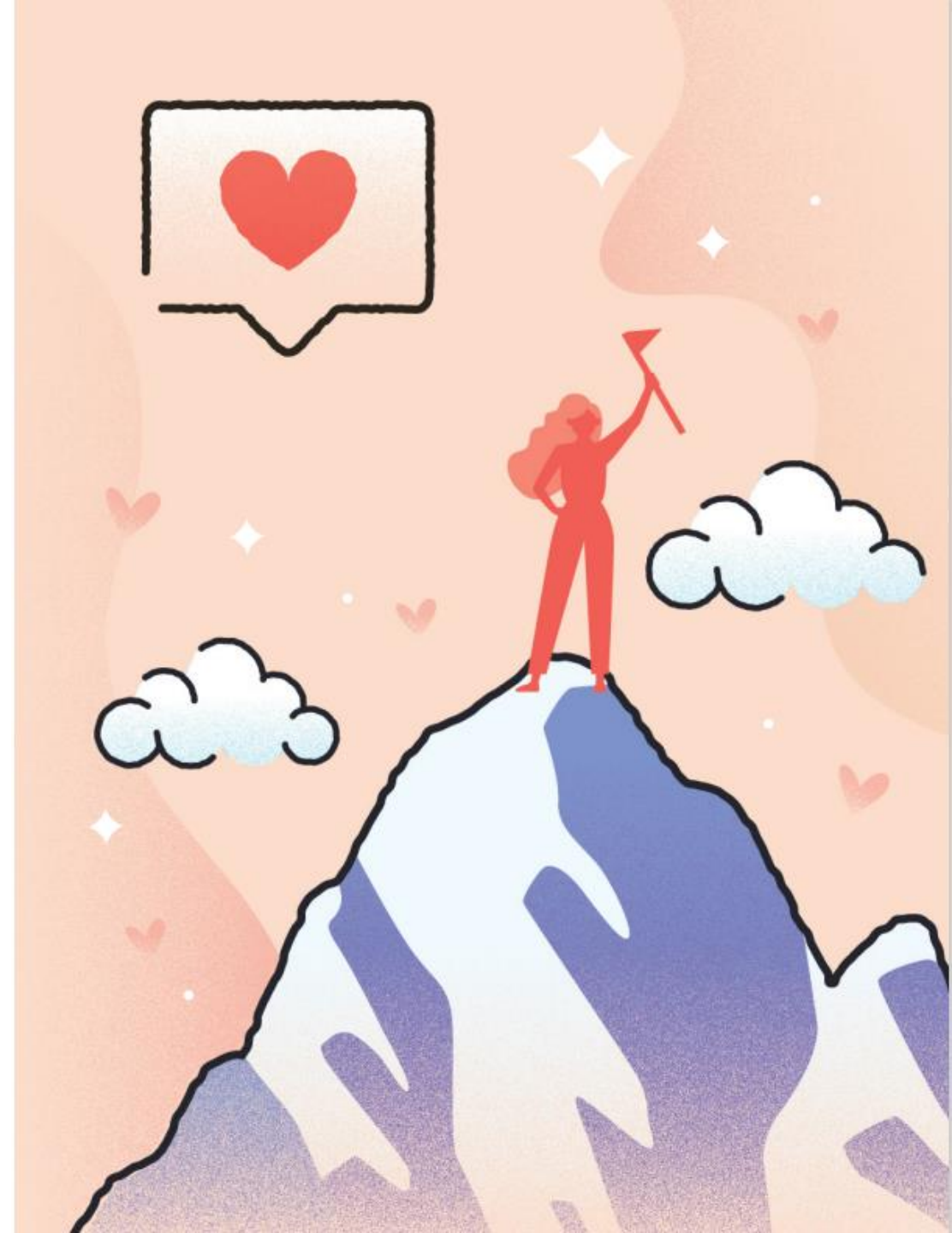


**REGISTER YOUR
INTEREST IN
PARTNERSHIP**

**FESTIVAL
WALKTHROUGH**

**A-Z OF INNOVATION
FESTIVALS**

**IF24 EXECUTIVE
SUMMARY**





SAVE THE DATE

for Northumbrian Water's Innovation Festival 2025!

W/C 7TH JULY 2025

NORTHUMBRIAN WATER'S

INNOVATION

FESTIVAL