



HEALTHY WORKING LIVES BUSINESS CONFERENCE



SPONSORSHIP PROPOSAL

Wednesday 5 June 2024 | 9:00 am – 2:00 pm | Riddel Hall, Stranmillis Road, Belfast

The **Healthy Working Lives Conference** is Northern Ireland's biggest workplace wellbeing event. It attracts 170+ HR professionals and operational managers to network and explore the challenges and opportunities facing their business in creating a positive and healthy workplace.

Background

The conference is primarily aimed at HR professionals, Occupational Health professionals, Health and Safety professionals and operational managers from a range of business sectors, public service organisations and the community and voluntary sector.

It brings together expert speakers and more than 170 key business representatives to discover how businesses can make real and lasting changes for the benefit of their organisation's culture.

Through three/four breakout sessions and an exhibition area, the conference provides practical support to help delegates feel motivated and energised to create meaningful and sustainable changes to their wellbeing strategies.



Click here to see the
[HEALTHY WORKING LIVES
CONFERENCE HUB](#)



BREAKOUT SESSIONS

It is anticipated that the Breakout sessions are likely to include the following topics:

- Domestic abuse
- Carers
- Disability
- Psychological safety (mental health)
- Fertility

The Ask

We are seeking a lead business sponsor and three breakout session sponsors for this conference. Each breakout will run twice during the day. These businesses will champion and shine a light on key health and wellbeing issues.

This conference will firmly position your organisation as being committed to a sustainable Northern Ireland, taking interest in, and actively addressing, the most pertinent issues facing our workplaces and businesses. As a charitable organisation, we rely on funding from businesses to support the implementation of events and programme.

Sponsor benefits

Sponsorship with Business in the Community affords companies the opportunity to demonstrate responsible leadership and help tackle some of our key social issues. We guarantee high profile within the Northern Ireland media, online, and through an extensive range of social media channels.

In return, we will provide our sponsors with a full and bespoke programme of activity including events, media and leadership opportunities, and we will deliver regular updates pre and post event.



The Investment (All costs are +VAT)

One key sponsor **£5k**

Breakout session sponsor (focusing on a particular theme and running twice during the day) **£2k each**

Business in the Community is a non-profit making charity and our reserves consistently fall below the guidelines of the Charity Commission. Our objective is to ensure that everything we do breaks-even. Please see the following page for a full list of Sponsor Benefits.



THE BENEFITS

ALL SPONSORS

- The opportunity to reach an audience of 170+ HR professionals through a range of marketing activities linked to the event
- Your **brand** on all relevant promotional materials, printed and online versions
- Acknowledgment as sponsor on our **social media marketing campaign**, running from January to June 2024
- Prominent branding on the 2024 Healthy Working Lives conference **website**, featuring your logo and direct link to your website
- **Speaking opportunity** to raise awareness of your organisation and its wellbeing activities
- The opportunity to **profile your organisation** and its work with HR and professionals in leading businesses in NI
- Attending a **photocall to launch** our partnership and receive associated media coverage and profile, demonstrating your leadership in supporting wellbeing and best practices in the workplace
- **Exhibitor stand at the conference** and opportunity to provide conference packs
- Up to **five places** at the event FOC for your team or key business partners

KEY SPONSOR

All benefits listed on the left plus . . .

- Your **brand** will have top level profile for the conference promotion
- **Broadcast media opportunities** in the run up to and on the day of the conference
- **Key sponsor address** to open the conference
- **Thought leadership piece** released on day of the conference
- Up to **ten places** at the event FOC for your team or key business partners

TO DISCUSS THIS PROPOSAL, PLEASE CONTACT:



Helen Bowman, Head of Communications by email at helen.bowman@bitcni.org.uk, call 07714 755312.

About Business in the Community

Business in the Community is a unique movement across the UK of more than 600 member companies – more than 240 of these are in Northern Ireland. Our purpose is to mobilise business as a force for good in society.

Business in the Community membership is a commitment to action and to the continual improvement of a company's impact on society. Our members commit to act responsibly within their marketplace and to have a positive impact on their people, our planet and the places where they operate.

Business in the Community's member companies employ more than 38% of the workforce in Northern Ireland.