



**Expo  
is coming.  
Are  
you in?**



# Expo Sunderland

Expo Sunderland celebrates Sunderland's ambition, collaboration and transformation into a flourishing, climate-positive city, through a series of extraordinary events from 2023–2025.

Professionals from business, construction, education and government will come together with the visiting public for inspiration, information and innovation – all showcased in Sunderland's carbon-neutral, central urban neighbourhood: Riverside Sunderland, and key venues around our city.

Attracting 45,000 visitors from the region and across the UK, our line-up of must-see attractions will put Sunderland in the spotlight throughout 2024 and 2025.

Join us as a partner and be part of our smarter, sustainable future. Scroll down to see what's in it for you and visit [exposunderland.com](https://exposunderland.com) to find out more.

**Explore our future**



**Ensure the future has your name on it.**

There are three tiers of city partnership involvement available, each offering high-profile, high-value benefits for your organisation:

Promotional activity for Expo Sunderland starts in 2024. **Step onto the stage now** to get the best value from your city partner package:

**Find out more and sign up at [exposunderland.com/get-involved](https://exposunderland.com/get-involved)**

**Expo Sunderland**

Tier 3  
**Shine**  
£3,500

**What you'll get:**

- Branding and recognition in our high-profile marketing campaigns
- Expo Sunderland city partner lockup graphic, featuring your logo, for you to use
- 2x Senior Leadership invitations to launch/PR events
- 1x prize giveaway, concession space or offer promoted to attendees
- Your company profile on the Expo website
- Posts and stories about your business on our social media
- Pop-up space at 1x Expo Sunderland event
- 2x invite-only guest/ticket places
- 10% exhibitor and ticket discounts
- 50% partner advertising discount

Tier 2  
**Glow**  
£6,000

**All the benefits of a Tier 3 Shine Partner, plus:**

- Your logo on Riverside Hoardings\*
- Thought of the day or spotlight at Expo briefings
- Partner press releases and social media features
- Up to 5x docs, product features, press releases and/or videos alongside your company profile on the Expo website
- Pop-up space at 2x Expo Sunderland events
- 25% exhibitor and ticket discounts

Tier 1  
**Beam**  
£10,000

**All the benefits of a Tier 2 Glow Partner, plus:**

- Banner ad on the Expo Sunderland website
- Priority Fringe event profile for your own event during Expo Sunderland
- Invitations to publicity sessions
- Unlimited docs, product features, blogs and videos alongside your company profile on the Expo Sunderland website
- The opportunity to judge an Expo Award or competition
- Pop-up space at 3x Expo events
- 50% exhibitor and ticket discounts

\*Hoardings will be placed as temporary cordons around city developments as they are underway. Locations, timings and durations will vary according to contract date.