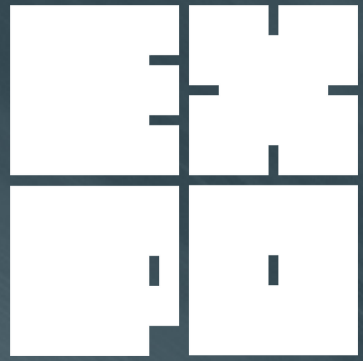




Delivering the Future City

14-15 October 2025

Sponsorship Opportunity

**Expo
Sunderland**

In collaboration with:



**Sunderland
City Council**

#deliveringthefuturecity



Funded by
UK Government

**Riverside
Sunderland**

Event info:



Delivering the Future City

14-15 October 2025

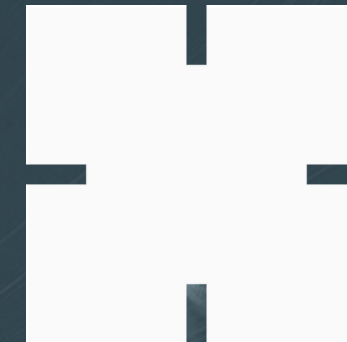
City Hall, Sunderland

- 2-day business conference
- Panel discussions & speaker sessions
- Business, industry & government
- Event sponsorship available

**Get involved. Explore our future.
Expo is here. Are you in?**



DRIVING
REGIONAL
GROWTH

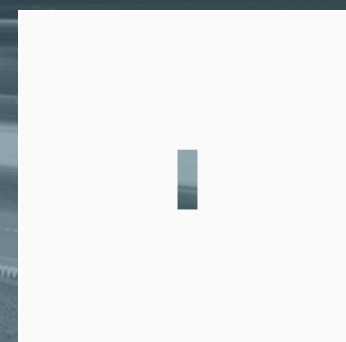


UTILISING A
SMART
CITY

DRIVING A
CIRCULAR
ECONOMY



THE
FUTURE
CITYSCAPE



Event overview

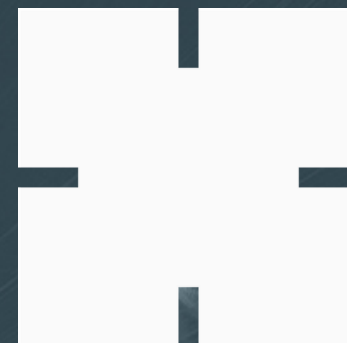
Now into its third year, the event aims to report annually on Sunderland's regeneration journey and provide opportunities for sharing knowledge and best practice with other cities and regions as part of the two-day programme every October.

Mark Easton expertly guides the event, with keynote speakers and panellists engaging with a conference audience of 200 industry leaders each day.

They debate Sunderland's transformation in the context of Government's growth ambitions and particularly commitment to housing delivery, planning reform, community building, infrastructure and the skills needed for the future workforce.



COMMUNITY



CITY CENTRE
REPOPULATION

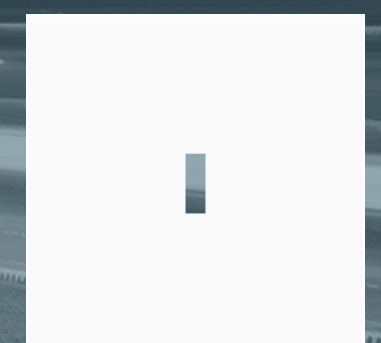


CITY CENTRE
ACTIVATION



Creating the
UK's most
advanced
smart city

HOUSING



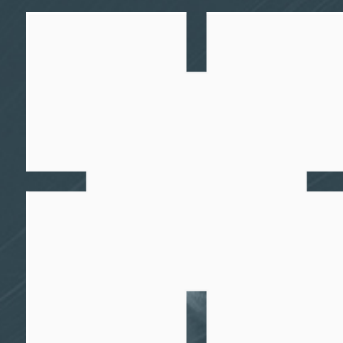
As part of Expo Sunderland 2025, Delivering the Future City will be a two-day programme exploring the future of urban living, working, and placemaking.

Delivered in collaboration with the British Council for Offices (BCO), the event will bring together senior leaders and stakeholders from across the built environment, public policy, investment, and innovation sectors.

The programme is designed to position Sunderland as a leading voice in the development of smart, sustainable, and inclusive cities, while showcasing progress on major developments such as Riverside Sunderland and highlighting opportunities for inward investment and collaboration.



SKILLS



THOUGHT
LEADERSHIP

INNOVATION
& GROWTH



SOCIAL
COHESION



Last year, our host, Mark Easton, perfectly captured the essence of what Expo Sunderland is all about in his closing remarks, concluding:

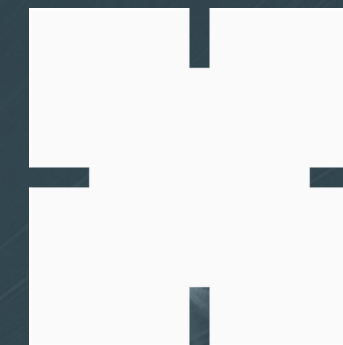
***“The whole point is not to listen to speeches or to network, it’s not even to identify problems and risks, as important as those things are, the point is to make a real positive difference and to help write the next chapter in Sunderland’s story.*”**

***“Through the round tables, Q&As and speeches, we’ve produced vital thinking which will be invaluable to this city as it overcomes the inevitable bumps in the road ahead.*”**

“Now, we must take what we’ve discussed, and turn it into a narrative that makes people from Sunderland say they are even more proud to say they are from Sunderland.”



CREATE A
THRIVING
CITY



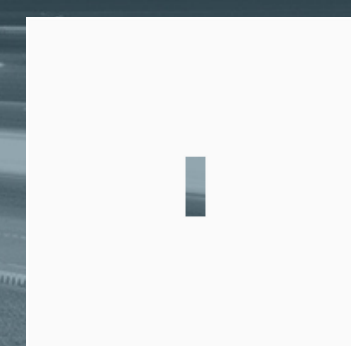
PLACE
MAKING



HOMES
OF 2030



THE
FUTURE
CITYSCAPE



Sponsorship Opportunity

Official Partner of Delivering the Future City 2025

Before the event: PR, Marketing and Significant Brand Profile

- Company logo featured on the official conference web page with a hyperlink
- Your logo, positioned as a conference sponsor, included on all publicity materials relating to the event
- Social media tags in all promotional posts

At the event: Delegate Tickets & Brand Profile

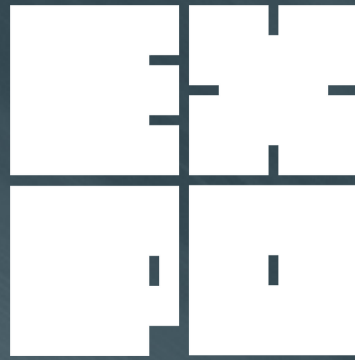
Your logo, positioned as a conference sponsor, included in all materials relating to the event, including:

- Event registration area
- Opening presentation slide before each morning and afternoon session
- Event holding screens, sponsor thank you slide
- Conference agenda (online)
- 2 x exclusive delegate places for both conference days and evening social event
- Potential speaker space during the conference if relevant to the event agenda, or alternatively during a breakout/fringe/lunch/walking tour/evening social session
- Advertising space on all event holding screens (on rotation)
- Promotional display space at the conference venue for 2 pull up banners (banners to be provided by the sponsor)
- Acknowledgment of your sponsorship announced by the chairperson at an appropriate juncture
- On stage thank you/verbal recognition at the start and end of each event day

After the event: Brand Profile

- Acknowledgement in any follow up materials circulates to attendees
- Social media thank you

£3,000 + VAT



Contact us

Come and join us and play your part in Expo Sunderland's flagship event.

We'd love to discuss this opportunity with you further. Please contact us for a chat or more information:

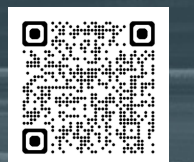
Clair Cogdon

Expo Sunderland

E: clair.cogdon@sunderland.gov.uk

T: 07454 252182

Event info:



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