

EASTBOURNE DIGI FEST.

Showcasing the best of digital,
creative, and tech in the South East

Thursday 10th October 2024



Sponsorship Pack 2024





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What is Eastbourne DigiFest all about?

Following the success of last year's event with over 400 people in attendance, Eastbourne DigiFest is BACK for 2024. Join us as a sponsor for our jam-packed one-day CDT conference for professionals and students from Sussex and beyond.

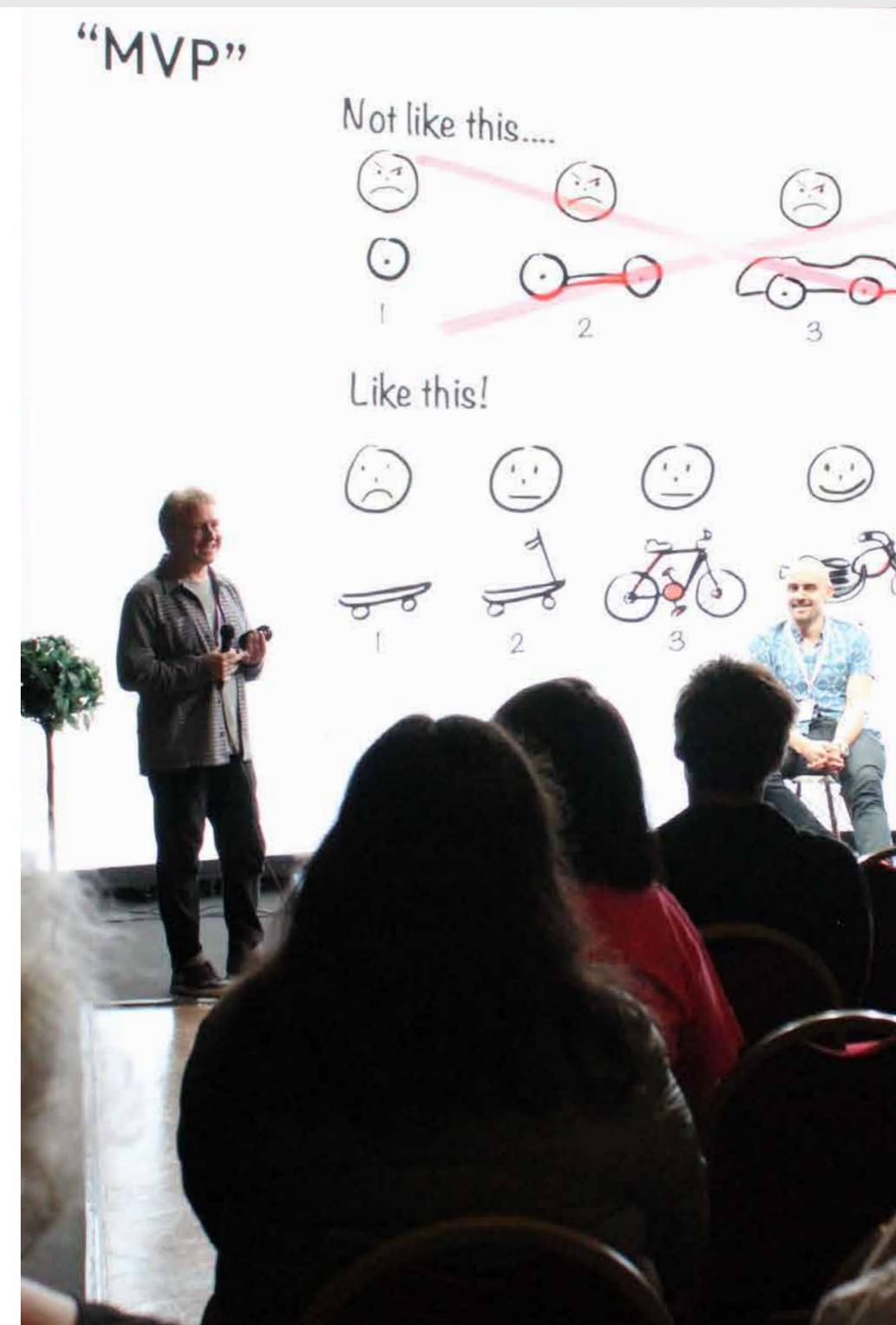
With three speaker stages for back-to-back talks and workshops in the heart of Eastbourne's cultural quarter, your opportunities for learning and discussion are seemingly endless. Specialists from the CDT sector will delve into their areas of expertise, sharing their knowledge and helping you to excel. Whether you're into AI, Instagram, ecommerce, digital marketing, or software development, we've got you covered.

Running in parallel, our bustling exhibition showcasing many of the South East's innovative

businesses will give you the chance to make new connections, network, and find new collaborative partners.

New for 2024, our immersive zone will allow you to experience cutting-edge technologies with your own hands and speak to the professionals who work with these tools day-to-day.

Be part of making it happen.





Who is Eastbourne DigiFest for?

Eastbourne DigiFest attracts business professionals, students, and individuals from Eastbourne, Sussex, and across the South East.

- People working in creative, digital, and tech roles
- Out-of-sector businesses with an interest in CDT
- Students taking their first steps on their career path
- Companies looking for new CDT partners
- Individuals looking to retrain or upskill in the sector

Eastbourne DigiFest 2024 will build on last year's conference and we expect between 400 and 600 people to attend.

Why should you sponsor?

Eastbourne DigiFest brings together the CDT community, showcasing the best of the sector in the region. Put your name to it.

There will be 400-600 of the most engaged people in digital, creative and tech in Eastbourne and from across the South East - potential clients, potential employees, potential collaboration partners.

Eastbourne DigiFest 2024 takes place on Thursday 10th October at the state-of-the-art Welcome Building in Eastbourne, in the heart of the Devonshire cultural quarter, just a stone's throw from the seafront.

- Raise awareness of your brand and put yourself front of mind when these attendees need your services.
- Reach freelancers, professionals, decision-makers, and students in the digital, creative, and tech spheres who don't typically attend networking events.
- Raise your profile within one of the most forward-thinking sectors in Eastbourne.
- Support Eastbourne's economic growth by giving a boost to the CDT sector.



What does sponsorship cost?

Our Kilobyte package £500+VAT

- Be mentioned in our Chalk Eastbourne and Eastbourne DigiFest newsletters (500+ recipients)
- Be mentioned on our social media (800+ followers on Instagram, 500+ on Twitter)
- Have your logo displayed on our DigiFest Supporters webpage
- Receive one sponsor pass to including complimentary buffet lunch and refreshments throughout the day, plus access to talks and workshops of your choice
- Display a pop-up banner in the Level 0 Lobby or Mezzanine

Our Megabyte package £1000+VAT

- Everything in the Kilobyte package
- Receive a further sponsor pass to including complimentary buffet lunch and refreshments throughout the day, plus access to talks and workshops of your choice
- Exhibit with a standard 2m x 2m exhibition space
- Have your logo printed on our main stage hanging decoration* **(picture 1)**



Picture 1

Our Gigabyte package £2500+VAT

- Everything in the Kilobyte package
- Have your logo printed on our roadside advertising at 12 locations around the town*
- Display pop-up banners in one of the two workshop rooms all day
- Receive a total of 5 sponsor passes including complimentary buffet lunch and refreshments throughout the day, plus access to talks and workshops of your choice
- Exhibit with a standard 2m x 2m exhibition space
- Have your logo printed on our main stage hanging decoration* **(picture 1)**



Picture 2

Our Terabyte package £5000+VAT

- Everything in the Kilobyte package
- Have your logo printed in large on our main stage hanging decoration* **(picture 1)**
- Have your logo printed on all directional pop-up banners placed around the Welcome Building on the day* **(picture 2)**
- Have your logo printed on our roadside advertising at 12 locations around the town* **(picture 3)**
- Have your logo printed on the main stage podium branding (great coverage in photography)* **(picture 4)**
- Display pop-up banners on the main stage*
- Exhibit at the event with a 4m x 2m exhibition space
- Receive a total of 10 sponsor passes including complimentary buffet lunch and refreshments throughout the day, plus access to talks and workshops of your choice (a good opportunity to bring your clients or employees along)



Picture 3



Picture 4

*If confirmed by 1st August 2024



Upgrade your sponsorship package, or take advantage of the following as a standalone offering

Lanyard and name badge sponsorship £1500+VAT

Get your branding in sight of all attendees. Your logo will appear alongside the Eastbourne DigiFest logo on our event lanyards and name badges.

Eco-notebook and pen sponsorship £1500+VAT

Get your logo in the hands of every attendee. All delegates will be handed a notebook and pen on arrival with your logo and the Eastbourne DigiFest logo. Ideal for jotting down key points during talks and workshops, and making a note of new contacts' details.

Drinks Reception **SOLD** £2000+VAT

Invite fellow sponsors, speakers, exhibitors and attendees to join you in the DQ Terrace Café-Bar for an evening drinks reception following the main event from 5pm-7pm. Use this as an opportunity to network, mingle, and speak to those engaged in the CDT sector.

Student Champion sponsorship £2500+VAT

Keen to inspire the next generation? We keep 100 free tickets aside for students and those retraining to enjoy learning about future careers and the CDT industry free of charge. For your donation, you'll have your name associated with all student ticket reservations and the opportunity to have your branding next to the student-focused talks of your choice.

Another idea or proposal?

We're happy to work with you at whatever budget you have available to ensure your presence and support are known, whether it's through sponsoring a particular talk or something else. Please get in touch to discuss this further.

Who is organising this event?

Chalk Eastbourne is the CDT business community group behind the event, led by custom software firm Switchplane and with fantastic support from Eastbourne Chamber, PRG Ltd, Recursive Digital, FOUNDRY, Racquet Studios, and other Eastbourne-based professionals.

We've been working together for the past four years to change the perception of Eastbourne, support talent, and make recruitment into our sector easier. We have no public funding as a community group, but we're full of passion and motivation for the future of digital, creative, and tech in Eastbourne and the surrounding region.

Why?

Eastbourne already has a booming digital, creative, and tech sector, but that doesn't necessarily match public perception. The town has a fantastic digital infrastructure with full fibre internet, wonderful co-working spaces, and great opportunities to learn and retrain.

Thanks to our beautiful location, nestled at the foot of the South Downs and with a three-mile-long seafront, tourism and hospitality have traditionally been strong sectors in the town pre-COVID. But these industries have suffered and we want to boost the opportunities available to us in the digital, creative, and technology sector to ensure economic stability and growth on the Sunshine Coast.

The Turner Prize has shone a light on the creative industry locally over the past year: we want to continue building that momentum and putting Eastbourne and the wider region firmly on the map for being a CDT hub, as well as being the landmark location to live, work, and play that we know it is.

We'd love your support in making Eastbourne DigiFest 2024 a reality and helping us to showcase the best of digital, creative, and tech in the South East.



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eastbournedigifest.com

