SPONSORSHIP PROPOSAL

ACTIVITY: Conference (in-person)
DATES: 23 APRIL 2026 (Thursday)
LOCATION: Midland Hotel, Manchester
FORMAT: In-person (250 max delegates)
AUDIENCE: Predominantly response officers, with chiefs, stakeholders, and the College of Policing.
FACILITATED BY: Ian Collins, radio/television presenter, journalist and author.

EVENT OVERVIEW

Jointly hosted by **Police Federation of England and Wales** and the **National Police Chiefs' Council**, this high-profile conference brings together senior leaders, frontline officers, policymakers, and key stakeholders to focus on the future of **Response Policing**.

The event will provide a strategic and operational platform to explore the realities, challenges, and opportunities facing response officers, while celebrating excellence and innovation across policing.

AGENDA

Preliminary Conference Agenda (Subject to change)
Thursday 23 April 2026
08:00 am – 09:00 pm | Exhibitor setup (All stands to be set up by 09:00 am)
09:00 am – 10:00 am | Delegate registration (tea & coffee in the exhibition area)
10:00 am | Welcome address
10:50 am | Morning break (tea & coffee in the exhibition area)
11:10 pm | Conference sessions
12:30 pm | Lunch in the exhibition area
1:15 pm | Conference sessions
3:00 pm | Afternoon break (tea & coffee in the exhibition area)
3:20pm | Conference sessions
5:00 pm | Close of conference

For more information or to book, please email Alison Lambert, Sponsorship Manager: **sponsorship@polfed.org**

Sponsorship Packages
Our sponsorship opportunities are designed to maximise brand exposure, meaningful engagement, and post-event visibility with senior policing professionals.

Key: Included ✓ | Not Included ✗

	HEADLINE SPONSOR	GOLD PACKAGE	EXHIBITOR PACKAGE	SEAT DROP
	INVESTMENT £6,500.00 +VAT	INVESTMENT £3,250.00 +VAT	INVESTMENT £1,300.00 +VAT	INVESTMENT £450.00 +VAT
	SOLD	1 package available	8 packages available	1 package available
BRAND AWARENESS & VISABILITY				
Brand profile featured across the full event campaign, including logo/name on all official documentation and relevant presentation slides	✓	✗	✗	✗
Named as headline sponsor in all social media posts by NPCC/PFEW/GMP	✓	✗	✗	✗
Named as gold sponsor x 2 social media posts by NPCC/PFEW/ GMP	✗	✓	✗	✗
Includes a 5-minute speaking slot to promote your brand, products, and services to the entire conference audience.	✓	✗	✗	✗
Option to run a poll as part of the morning of conference using Slido – for market research with their branding. Poll questions to be relevant and approved by Conference organisers.	✗	✓	✗	✗
Verbal acknowledgement by the seminar lead	✓	✓	✗	✗
You will be formally recognised as the sponsor of the Response Officer of the Year Award. While the award was presented at the PFEW Annual Conference in November 2025, it will continue to generate increased visibility and engagement as part of Response Policing Week 2026.	✓	✗	✗	✗
A 50-word company profile on the official event webpage, including your logo and clickable links to your website and/or social media channels	✓	✓	✓	✓
Your sales or promotional materials placed on each delegate seat	✗	✗	✗	✓
Your logo featured on official delegate lanyards (supplied and printed by PFEW)	✓	✗	✗	✗
EXHIBITION SPACE				
One tabletop exhibition stand in the exhibition area (including one table and two chairs provided by the venue)	✓	✓	✓	✗
Exhibitor passes, including the lunch and refreshments throughout the event (accommodation not included)	4 passes	3 passes	2 passes	✗
One electrical power socket supplied with exhibition stand	✓	✓	✗	✗
POST-EVENT EXPOSURE				
Your logo featured on all post-event materials, with promotion as Headline Sponsor	✓	✗	✗	✗
Your sponsor details shared with all conference delegates, delivering continued visibility and potential lead generation after the event	✓	✓	✓	✓

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