

TOP **100**

DIGITAL ENTERPRISE TOP 100 PARTNERSHIP PACK



Powered by **umi**

ABOUT THE PARTNERS



UMi

UMi make it easier for you and your business to do more and go further:

- Find or retain more customers
- Drive more economic growth
- Secure more funding
- Attract more talent

We believe businesses have the power to make a difference and that by working together businesses can do more and go further. UMi knows that to make that difference it takes more than just us. UMi is powered by a great network of open-minded partners across the private and public sector, from the youngest start-ups, to the most established blue chips – all with the commitment and specialisms to make a real difference.



weareumi.co.uk



DIGITAL ENTERPRISE

Since October 2016, the team at Digital Enterprise have been helping SMEs across 9 West and North Yorkshire districts and boroughs to boost their businesses by doing more with digital technology.

The programme is partly funded by the European Union (European Regional Development Fund 2014-20), the Leeds City Region Local Enterprise Partnership (LEP) and nine of the local authorities that make up the Leeds City Region.

Now in its second phase the extremely successful programme aims to create a culture of digital transformation in businesses in the area by providing funding for businesses to invest in developing their digital capabilities, and/or access to events, mentoring and digital tools to improve their knowledge.

The overall vision and aspiration of the programme is to help small firms go further and achieve more by supporting them in achieving digital maturity as they scale up and grow.

Businesses who have accessed one or more of Digital Enterprise's support programmes have attributed the grant funding and business support intervention they have received as a key reason for their increased use of new technology deployment and digital solutions within their organisations. Those involved have gained increased confidence, the ability to access new markets and customers, the creation of new jobs, a more flexible workforce, and increased profitability.



digitalenterprise.co.uk

WHAT IS THE DIGITAL ENTERPRISE TOP 100?

Celebrating the success of the Digital Enterprise programme and the achievements of businesses in the region, we are delighted to launch the second Digital Enterprise Top 100 campaign.

Delivered by the Digital Enterprise team and delivery partner UMi, the campaign will profile and celebrate 100 of the region's most innovative and transformational digital projects and businesses. We'll share their success stories not just across Yorkshire and the North, but across the UK and internationally, shining a light on the fantastic businesses that can be found here.

WHY DIGITAL TRANSFORMATION?

Innovation and digital transformation are at the very heart of helping businesses get more done, go further and achieve more. They are key to building a sustainable and growing economy and can be recognised not just in products and services, but also across management processes and business operations.

WHY YORKSHIRE?

3500

businesses from across the region have engaged with Digital Enterprise

1800

Digital transformation projects will lead to the creation of 1800 jobs in the region

£4.6m

Digital Enterprise has so far provided over £4.6 million of funding for SMEs in the Leeds City Region

£9.2m

the total value of projects supported by Digital Enterprise



**(stats from Leeds City Region LEP)*

JOIN US ON OUR MISSION...

We're are on a mission together to:

1. Celebrate these brilliant businesses
2. Accelerate and unlock opportunities for businesses within the Leeds City Region
3. Help shape the future of digital transformation across Yorkshire

In recognising these distinct goals, we have developed a media and content campaign which will bring together businesses, partners, investors, government, and research institutes – the **Digital Enterprise Top 100 campaign**.

The campaign will:

Be a celebration of innovation and digital transformation to inspire business owners to recognise what others are achieving, and in doing so drive intrigue and engagement.



Engage over 200 innovative businesses across West and North Yorkshire through involvement in the campaign and completion of a Top 100 entry nomination.



Act as a catalyst for growth at local, regional and national levels adding further impetus to the digital agenda across the UK.



Act as a vehicle to help facilitate matching opportunities for further digital development between partners, collaborators and SMEs.



Showcase up to 100 of the best innovative businesses in a “Special Report” digital publication with feature articles, SME listings, case studies and importantly an opportunity for each of the partners and sponsors to establish brand presence and share their vision.



Blend editorial content, messaging, webinars, and networking opportunities, all with the aims of:

- demonstrating the benefits of digital adoption and transformation for all types of business
- showcasing opportunities for businesses embracing digital technology
- shining a light on innovation and digital transformation as the keys to success

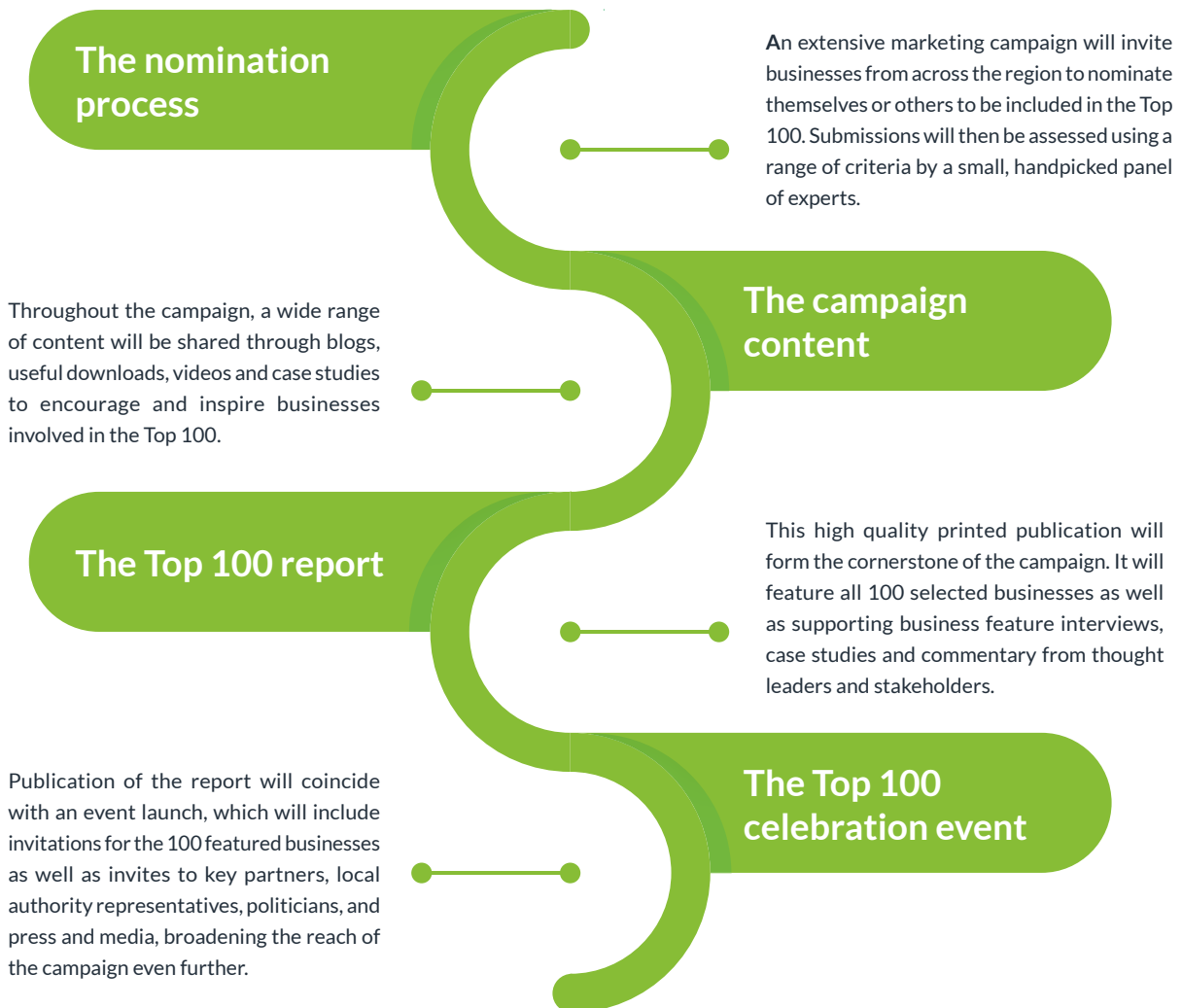


The Top 100 celebration event will take place as the centrepiece of the campaign, announcing the top 100 listing and kicking off the ongoing campaign to provide digital inspiration and opportunities for all of the region's businesses. The event will be an opportunity to bring together sponsors, businesses and investors alike to celebrate, collaborate and network.

PROPOSED TIMINGS OF THE 2020 CAMPAIGN

- 🕒 Top 100 Campaign Launch | October 2020
- 🕒 Nominations portal live | October 2020
- 🕒 Sustained content campaign commences | November 2020
- 🕒 Nominations close | December 2020
- 🕒 Judging takes place | December 2020
- 🕒 Top 100 announced | January 2021
- 🕒 Top 100 celebration event to take place | February 2021
- 🕒 Top 100 Digital Report circulated & continued campaign | February-June 2021
- 🕒 Top 100 Post Campaign Impact Report circulated | July 2021

JOURNEY



'Ongoing campaign' – Broadening the reach of our message, content will continue to be circulated following the celebration event, circulating content in the form of videos, imagery, blogs, webinars and more. Further networking opportunities will also be organised to capitalise on the connections made for SMEs and partners.

DE TOP 100 NETWORK



Public Sector

- Nine local authorities



Private Sector

- **Digital Enterprise Businesses**
Over 3,500 businesses have engaged with Digital Enterprise directly.
- **Digital Champions**
Regional 'influencers' that are part of the Digital Knowledge Exchange who share our passion for supporting businesses going digital.
- **Virtual Events**
Speaking at virtual events organised by local Charities and Business Membership/ Support Organisations.
- **UMi**
Sharing the event and publication with our national partners and business contacts.
- **Press**
Press releases will be issued strategically throughout the campaign at the regional news outlet such as the Yorkshire Post and Bdaily.



LAST YEAR'S CAMPAIGN RESULTS

502

businesses engaged with nomination process

118

businesses shortlisted

5,000

reports printed & digital version created

120,745

estimated brand reach

106

delegates at celebratory event

100

final business entries and 10 of the best

FEEDBACK FROM ONE OF LAST YEAR'S TOP 100

“ It transformed our marketing and we grew by 118% in 9 months and entered new global markets! ”

- Georgina Grant-Muller, Rapidspike



Read last year's DE Top 100 report [here](#)

WHY WORK WITH US?

Being a sponsor represents true value by offering a whole host of branding, speaking, networking, and advertising opportunities online and face to face.

The Digital Enterprise Top 100 provides a unique opportunity for a small number of partners to benefit from the marketing campaign, the celebration event and the post-event Digital Enterprise Top 100 Impact Report. As a Digital Enterprise partner, you would receive direct campaign benefits including:

- Involvement and profile throughout extensive media campaign to highlight digital success.
- Content integration and branding, aligning key messaging throughout the campaign reaching a regional audience of high growth business

Promote new services and schemes

Your presence in a speaking slot further ensures that existing and potential customers witness your industry standing and your importance in the world of business.

Promote new services and schemes

An audience of the most exciting businesses within the region produce the ideal occasion to promote your company.

In addition to the attention afforded to this campaign, with exposure through Digital Enterprise and UMi brand and PR, it provides the widest possible audience engagement for your brand.

Establish yourself as a thought leader

To stand out and be successful, you must be seen to lead. Where better than in front of an influential audience of key business owners and managers?

Digital Enterprise Top 100 sponsorship positions you at the forefront of the leading digital businesses in the Leeds City Region area, whilst establishing you as the brand of repute in the minds of genuine business influencers.

Raise your brand profile

Affiliation will generate strong brand recognition, ensuring established and future business leaders recognise your company.



PARTNERSHIP PACKAGES

Silver
Package
£1,500

3 year agreement:
£4,000

Gold
Package
£3,000

3 year agreement:
£8,000

Headline
Sponsor
£5,000

3 year agreement:
£12,000

Aligning your brand with the Top 100 for the full 3 year campaign will include exclusive benefits not such as content partnership across Top 100 and Digital Knowledge Exchange programmes, and key inclusion in webinar and speaker series' to share your brand's digital transformation message. Contact us for further information and to discuss your brand's key objectives.

Logo on materials	✓	✓	✓
Profile on website	✓	✓	✓
Blog content	✓	✓	✓
Inclusion on social media	✓	✓	✓
Inclusion in email newsletter	✓	✓	✓
Article on UMi platform	✓	✓	✓
Promotional item in celebration event goody box		✓	✓
Advert in report magazine		✓	✓
Editorial/interview in report magazine		✓	✓
Naming rights (DE Top 100 in association with xx)			✓
Quotes in press releases			✓
Speaking slot at celebration event (3rd December)			✓
Interview in post-event summary video			✓
Solus email to our database of contacts			✓
Exhibition space at Go Digital Live conferences		✓	✓
Webinar speaker opportunities		✓	✓
Opportunity to connect directly with businesses as a mentor		✓	✓