



MOBILITY CAMP SPONSORS PACK

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C O U R T , B I R M I N G H A M

WHAT IS MOBILITY CAMP?

Mobility Camp (previously Transport Planning Camp) is an annual unconference that brings together transport planners, modellers, engineers, technologists, social activists, academics and others interested in discussing and coming up with solutions to ongoing challenges in the transport sector.

At an unconference, only the theme and rooms are set up by the organisers. The sessions are suggested and decided upon by attendees on the day. It provides everyone with the opportunity to shape the event, so be prepared to get involved and have some fun!



WHAT YOU NEED TO KNOW

- Mobility Camp is taking place on Tuesday 26th September 2023 at Austin Court in Birmingham.
- The focus of the event is 'Changing the Narrative'.
- Around 120 free thinkers will attend.
- These free thinkers will be from national and local government, start-ups, consultancies, and academia. From Director all the way down to graduate.
- There are 4 different sponsorship options for the event - Headline Sponsor, Lunch and Social event Sponsor, Basic Sponsor and SME Sponsor.



THIS YEAR, OUR FOCUS IS 'CHANGING THE NARRATIVE'

We know the challenges transport faces - decarbonisation, the cost of living, and a fast-changing world are at the forefront of professional's minds. Many are willing to experiment with the more radical policy initiatives needed, such as 15 minute neighbourhoods, traffic filters, and other forms of restraint in car travel. This has provoked a furious and sometimes conspiratorial backlash among some members of the public.

The time for radical change is now, so what can we do as professionals to take the public with us on this journey, and win their trust? Can we change the perception of solutions, and who does it? Or are there some people you just can't reach, and if so what do we do about that? At Mobility Camp 2023, we will explore ideas and action on how to change the narrative for transport.





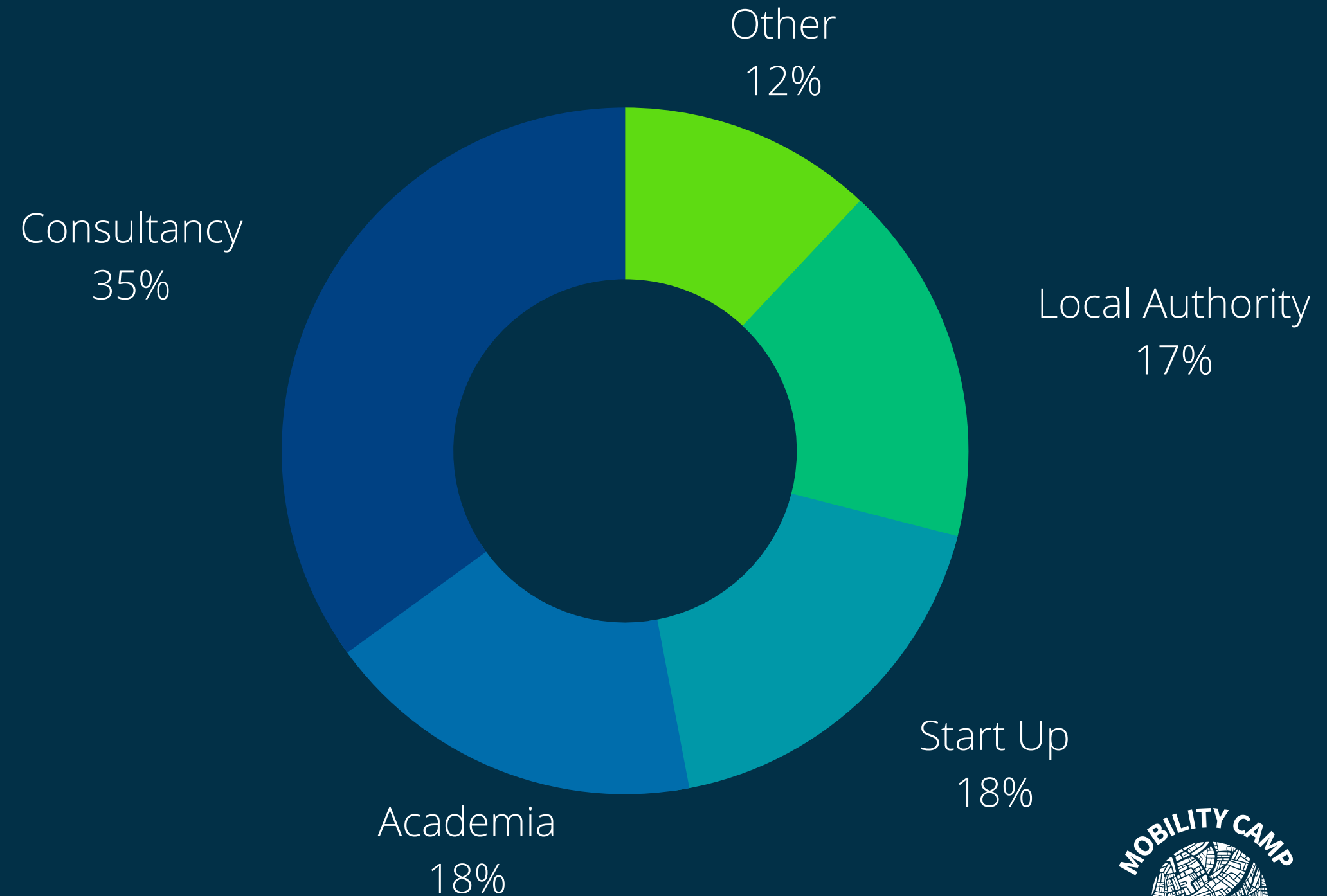
Who attends Mobility Camp?



AUDIENCE BREAKDOWN

- Over 400 people have attended our previous camps over the last six years
- Event attendees have included a mix of directors, engineers, planners and graduates
- The most popular age range is 25-45 year olds

Percentage Breakdown of Previous Event Attendees



AT OUR PREVIOUS EVENTS IN LEEDS, MANCHESTER, GLASGOW AND BRISTOL ATTENDEES INCLUDED INDIVIDUALS FROM...





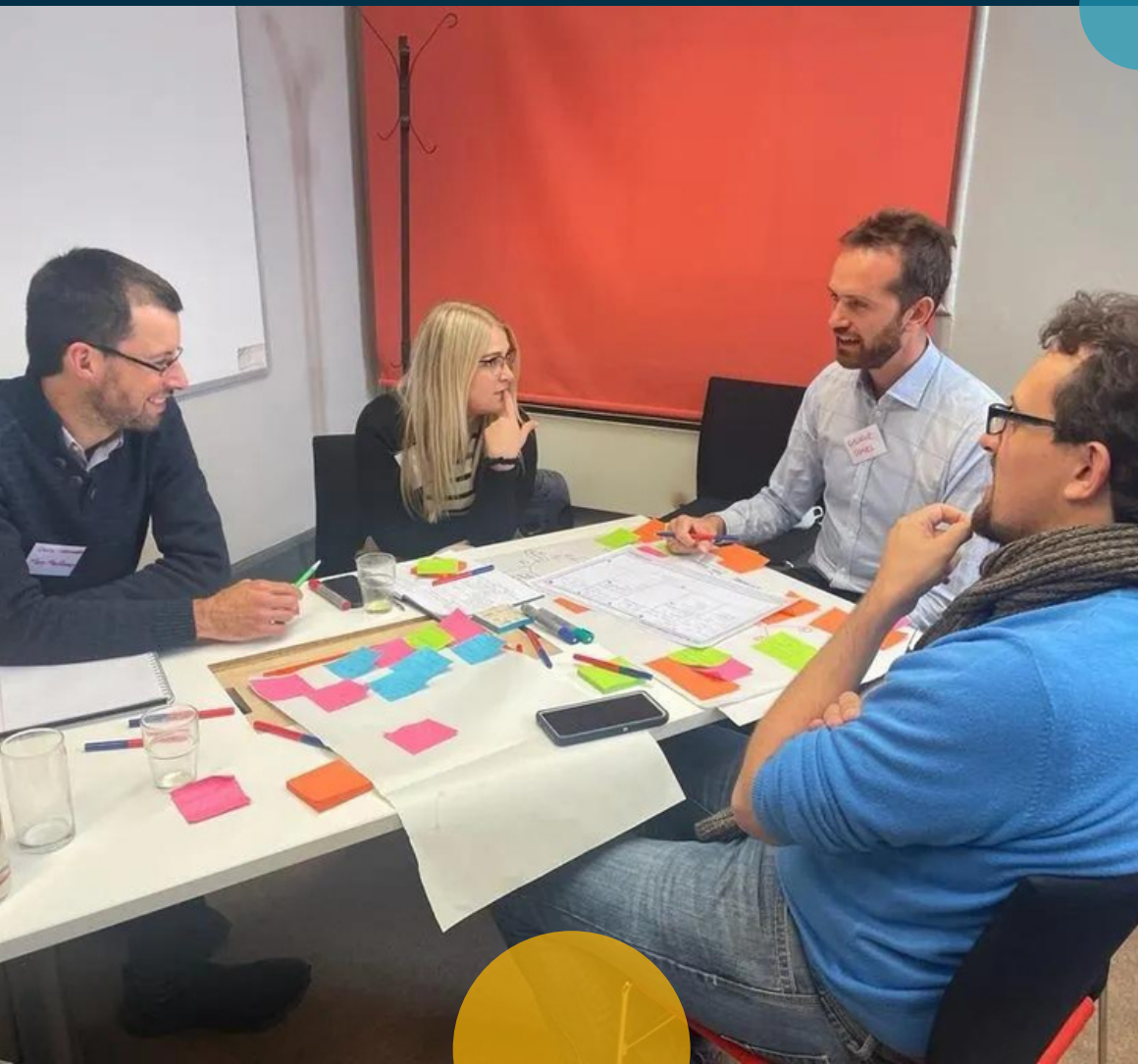
Event Sponsorship



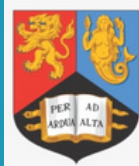
IS SPONSORING MOBILITY CAMP RIGHT FOR YOU?

To save you reading any further, if you answer yes to any of these questions, sponsoring Mobility Camp is definitely for you:

- Do you like to do things a little differently?
- Are you happy to challenge the conventional thinking?
- Do you want to show like-minded people how you are doing this?
- Is spending a day with like minded people doing all of this sound like a great day to you?
- Do you want your company promoted as a key driver in current big transport industry conversations?



PREVIOUS EVENT SPONSORS HAVE INCLUDED...



UNIVERSITY OF BIRMINGHAM



Transport for London



UNIVERSITY OF LEEDS



Transport for Greater Manchester



MOTT MACDONALD





Our Core Sponsorship Packages



HEADLINE SPONSOR

You get:

- The biggest sponsor stand space
- Top billing and logos on all marketing materials and invites (online and print)
- Half page company profile on website and on the day promotion on all signage and presentations
- 3 complimentary delegate places
- A spot on panel discussion
- Key-note speaker and vote of thanks

Do you have a cool bit of tech or other solution to demonstrate? We will offer you the opportunity to do so.

£2500
excl. VAT



LUNCH & SOCIAL EVENT SPONSOR

You get:

- Dedicated promotion as part of lunch and the after-camp social event
- Promotion and logos on all marketing materials and invites (online and print)
- Half Page company profile on website and on the day promotion on all signage and presentations
- 2 complimentary delegate places
- Sponsor stand at the main event

Do you have a cool bit of tech or other solution to demonstrate? We will offer you the opportunity to do so.

£1000
excl. VAT



REGULAR SPONSOR (4 AVAILABLE)

You get:

- Promotion and logos on all marketing materials and invites (online and print)
- Quarter page company profile on website and on the day promotion on all signage and presentations
- 1 complimentary delegate place
- Small sponsor stand

Do you have a cool bit of tech or other solution to demonstrate? We will offer you the opportunity to do so.

£500
excl. VAT



SME SPONSOR (4 AVAILABLE)

You get:

- Promotion and logos on all marketing materials and invites (online and print)
- Quarter page company profile on website and on the day promotion on all signage and presentations
- 1 complimentary delegate place

Do you have a cool bit of tech or other solution to demonstrate? We will offer you the opportunity to do so.

£250
excl. VAT



PREVIOUS EVENTS HAVE BEEN ACTION ORIENTATED AND ATTENDEES COMMITTED TO...

“I will apply for a job where **I can make an impact**”

“I will **promote good plan-making** in influencing how transport is delivered”

“I will **challenge** colleagues and decision-makers to be bold and challenge the status quo in transport planning”

“I will make changes in my own family and try to **promote sustainable travelling** in my local community”

“I will **raise awareness and educate others** of the detrimental effects of not putting people first.”





HOW MANY ARE COMING?

- The venue has a capacity of roughly 120 people and we are hoping for a big turnout.
- People from academia, engineering professionals, consultancy professionals and students have all shown their interests in attending this year !!!
- We hope you will be able to join us on the day too!



INTERESTED? GET IN CONTACT!



hello@mobilitycamp.co.uk



James Gleave on 07958 350159



An aerial photograph of a city at dusk, featuring a large yellow circle in the upper center. The cityscape includes various buildings, a railway station with tracks, and a large stadium-like structure with a white, ribbed roof. The text 'THANK YOU' is overlaid in large white letters across the middle of the image.

THANK YOU

WWW.MOBILITYCAMP.CO.UK