Coventry and Warwickshire has tremendous opportunities for growth, development and greater prosperity for those who live and work there. However, in a changing world we have to do things differently to get the results we want. We need a fresh way for the public and private sectors to work together, we need resources and not just the public sector to get things done and we have to compete nationally and internationally like never before.

We have a compelling new story for Coventry and Warwickshire, together we need to tell it and sell it.

Coventry and Warwickshire Champions is a scheme that will unite businesses, organisations and individuals across the area in a powerful network to change perceptions of the place and raise its profile.

Coventry and Warwickshire Champions will be proactive advocates for the city and sub-region both nationally and internationally with the power to effect how it is marketed, how it is portrayed in the media and at events and to get it known and thought about by the people that matter.

Coventry and Warwickshire Champions will bring together the knowledge, networks, passion, and determination of businesses, organisations and individuals as a powerful force, helping the place compete, attracting investment, business and visitors to create a more successful economy for the benefit of everyone.

Coventry and Warwickshire Champions are proud, proactive, passionate and positive. They are creative and constantly look for new ways to sell the area. They recognise the difference they can make by championing the place professionally, publically and with pride.

If that sounds like you or your organisation, then Coventry and Warwickshire Champions is for you.
Why become a Coventry and Warwickshire Champion

The scheme brings organisations and individuals together on behalf of the place it also provides access to services and support that will impact on your success.

Senior networking opportunities

- The Champions will be part of and have access to a powerful network of influencers and decision makers through regular meetings. Speakers will range from key players leading the area’s major developments to the heads of the organisations that are shaping the place’s future.
- The Champions will be a highly regarded group in the area, representative of the place and as such their opinion and support will be sought, they will hear news of developments first and often will be the first names on key invitation lists.

Raising your organisation’s profile

The Champions will have the opportunity to raise their profile through:

- Circulation of news stories via regular e-newsletters
- Using social media to transmit news to followers of the Champions
- Profiling on the place’s website
- Hosting meetings
- Linked activity with the Coventry Telegraph

Access to marketing materials

To help support your organisation and promote Coventry and Warwickshire various materials have been produced with more to come including:

- The Coventry and Warwickshire storybook which outlines our new story and thinking as to how the place will develop and promote itself
- An image bank of high quality photography based on the new story
- A set of standard paragraphs of copy and information on new developments.
- A design toolkit enabling use of the new communications style alongside corporate materials

More materials will be developed in the future dependent on resources and the view of the Champions in terms of what is important to promote their business and the area.

If you want to get together with other people and organisations that have the passion, enthusiasm, commitment and desire to champion Coventry and Warwickshire then simply talk to us.

Coventry and Warwickshire Champions provide an opportunity for every organisation of whatever size to make a financial contribution to our place work. The contribution levels are based on the size of your organisation with all monies received contributing to support activities and materials available for use by all the Champions.

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>Annual contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>£500</td>
</tr>
<tr>
<td>11-25</td>
<td>£750</td>
</tr>
<tr>
<td>26-50</td>
<td>£1000</td>
</tr>
<tr>
<td>51-100</td>
<td>£1500</td>
</tr>
<tr>
<td>100-250</td>
<td>£2500</td>
</tr>
<tr>
<td>251+</td>
<td>£5000</td>
</tr>
<tr>
<td>Sole trader</td>
<td>On an individual agreed basis</td>
</tr>
</tbody>
</table>

If you would like to discuss how your organisation can get involved, please contact Sarah Perry:

E: sarah.perry@coventrypartnership.com  T: 07940 246 848