

# M-RES 2026

MIDLANDS REAL ESTATE SUMMIT

POWERED BY **Place**<sup>MIDLANDS</sup>

# SPONSORS AS OF JANUARY 2026

## EVENT SPONSORS



**CAVENDISH**

## LEADERS' DINNER SPONSORS



## CLOSING RECEPTION SPONSORS



## ASSOCIATE SPONSORS

**MUSE**





# ABOUT PLACE MEDIA GROUP

*Place Midlands* is part of Place Media Group, a trusted publishing and events group dedicated to the built-environment sector across the Midlands and North of England. With a strong editorial team embedded in the industry and a reputation for insightful, high-quality content, we deliver news, commentary, events and marketing services tailored to property and regeneration professionals.

## Our regional reach

- Midlands
- North West
- North East
- Yorkshire

This gives us national visibility with regional strength so your brand can reach the right audiences, in the right places.

## Why partner with us?

- Respected and trusted voice of the property industry
- Leading publishing house dedicated solely to covering regional built environment news
- Team of journalists embedded in the industry
- Ability to create valuable partnerships through our wide, expert network



# INTRODUCING M-RES

## Overview

*Place Midlands* is launching its first major regional conference.

Taking place in Birmingham, the event will bring together senior leaders from across the Midlands' built environment for a broad development and investment summit covering offices, residential, industrial & logistics, regeneration and placemaking.

The programme will include a leaders' dinner, a full day conference and a closing drinks reception, alongside Place's proven offer of high-quality content, top-tier speakers and curated networking, creating meaningful opportunities to profile your business to a decision-making audience.

## Event structure

### Exclusive Leaders' Dinner (c.30 Guests)

A private, invitation-only dinner with senior leaders, speakers, sponsors and public-sector stakeholders.

### Purpose

Off-record debate on the region's biggest opportunities and challenges

### Conference Day (tickets priced at £125pp)

A full-day conference aligned with the priorities of public sector and industry decision-makers, covering every major part of the Midlands.

### Closing Reception

A curated drinks reception for senior attendees, including pre-scheduled private introductions designed to maximise sponsor ROI.

## Potential themes

- Mayoral Development Updates

- Housing Supply: Social to BTR – Challenges & Opportunities
- Infrastructure & Transport: Energy Overhaul; HS2 Impact
- Sector Workshops (examples):
  - Industrial & Logistics
  - Office & Workspace
  - Residential



# MARKETING TIMELINE

## STAGE ONE

Four months out  
February 2026

- Full event announcement across Place Midlands channels
- Speaker and theme development begins
- Digital marketing campaign launches
- Sponsor promotion across social and newsletters
- First wave of speaker reveals
- Outreach to key public-sector contributors

## STAGE TWO

Three months out  
March 2026

- Sponsor onboarding and briefing sessions
- First round of sponsor content scheduled (Video, comment pieces)
- Continued marketing
- Sector workshop development finalised

## STAGE THREE

Two months out  
April 2026

- Agenda announcement
- Continued marketing promotion across Midlands channels
- Continued speaker announcements

## STAGE FOUR

One month out  
May 2026

- Final speaker reveals
- Targeted delegate push (priority audiences, VIP invitations)

## STAGE FIVE

Event month  
June 2026

- Final logistics & confirmations
- Continued marketing promotion across Midlands channels
- Event delivery
- Post-event write-up and sponsor photography shared

# SPONSORSHIP OPPORTUNITIES

## Headline Sponsor: £15,000

(Max 4)

- Includes sponsorship of:
  - Full day conference
  - Leaders Dinner
  - Drinks Reception
- Dedicated article announcing headline sponsorship on Place Midlands site
- Headline branding across all event marketing
- Full sector exclusivity
- Guaranteed keynote speaking slot
- Host namecheck
- Social media mentions
- Exhibition space & product drop
- 12 place at M-RES (priced at £125pp)
- 4 places at Leaders' Dinner
- 12 places at drinks reception
- 2 months banner advertising on Place Midlands
- Video interview & feature article
- Comment piece published on Place Midlands
- Full delegate list access
- Event photography

## Premium Sponsor: £7,500

(Sector exclusivity per tier) (Max 6)

- Branding billed as 'Premium Partner'
- Guaranteed panel slot
- Branding on all promotional materials
- Full delegate list access
- 10 places at M-RES (priced at £125pp)
- Host namecheck
- Exhibition space & product drop
- Comment piece published on Place Midlands
- Branding in event write-up
- Event photography
- Social media mentions
- 2 places at Leaders' Dinner
- 10 places at drinks reception
- 1-month banner advertisement on Place Midlands
- 1 video comment piece

## Event Sponsor: £4,250

(Sector exclusivity per tier) (Max 8)

**ONLY 6 REMAINING**

- Branding billed as 'Sponsor'
- Branding on all promotional materials
- Full delegate list access
- 8 spaces at M-RES (priced at £125pp)
- Possibility to present to the audience or sit on a panel - not guaranteed and dependant on the discretion of the editorial team
- Host namecheck
- Exhibition stand & product drop
- Comment piece published on Place Midlands
- Branding in event write-up
- Event photography
- Social media mentions
- 1 place at Leaders' Dinner
- 8 places at drinks reception

## **SOLD OUT**

### **Leaders' Dinner Sponsor: £3,000**

(Max 1)

- Branding across all dinner materials
- 2 seats at the Leaders' Dinner
- Opportunity to give welcome remarks
- Branding on conference collateral
- 4 event tickets
- Mention in event write-up
- Social media mentions



## **SOLD OUT**

### **Closing Reception Sponsor: £2,500**

(Max 1)

- Branding across the post-event drinks reception
- Opportunity to supply branded items (e.g., product drop)
- 4 event tickets to conference and closing reception
- Mention on stage and in write-up
- Social media mentions



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# DISCUSS SPONSORSHIP OPPORTUNITIES

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