

Dorset Business Festival

Conference | Expo | Awards

Business as a Force For Good

Be Part of Dorset's Biggest Business Festival

Put your brand at the heart of this unique four-day festival of networking, thought leadership and awards. Following the massive success of last year's event, Dorset Chamber will be running the Dorset Business Festival 2024.

Taking place across two weeks (30 Sept - 10 Oct), the Festival features six high-quality and prestigious events, with a major focus on celebrating Dorset businesses and the role of businesses as a force for good.

The Festival is set to attract business leaders and decision makers from across the region. With an extensive marketing campaign, including high-profile media relations and social media, we are seeking Festival Partners who want to support the Festival and generate exposure for their brands.

We are limiting the number of Festival Partners to seven, to ensure Partners get the maximum benefit from their investment. There will be one Premier Festival Partner and six other Festival Partners. Two spaces remain.

As a Festival Partner your brand will be featured across all Festival marketing materials from April - November, including social, experiential, printed and digital. Partners can also run their own sub-events using the Dorset Business Festival brand.



A two week celebration of business with six months of pre and post event marketing exposure. Key events include:

Dorset Business Awards Launch | 23 April

Meet the Finalists | 10 September

Festival Breakfast | 30 Sept | Rick Stein

Festival Expo | 2 October | The Hilton Hotel

Festival Conference | 9 October | The Hilton Hotel

Dorset Business Awards | 10 October | The Hilton Hotel



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Dorset Business Awards Launch, 23 April

A drinks and canapés event to launch the categories and announce the judges for the 2024 DBAs.

Meet the Finalists, 10 September

This event will provide the opportunity for finalists and Festival Partners to meet prior to the awards ceremony with drinks & canapés. The event will include networking and photo opportunities.

Festival Breakfast, 30 September, Rick Stein

A networking breakfast at the picturesque Rick Stein' in Sandbanks to start the Dorset Business Festival in style. The event will include a delicious sit-down breakfast, a key note speaker and high-level networking.

Festival Expo, 2 October, Hilton Hotel

An exhibition with 70 stands, featuring businesses promoting their goods and services. The Expo events are always very popular and offer an excellent networking opportunity with tickets free for delegates.

Festival Conference, 9 October, Hilton Hotel

Featuring keynote speakers, and hosted by former BBC Breakfast business correspondent, Declan Curry, the Conference will explore the role of 'Business as a Force for Good' and feature panels, debates, Q&As and high-level networking.

Dorset Business Awards, 10 October, Hilton Hotel

The return of the popular Dorset Business Awards. This will be a high-quality and prestigious event that celebrates Dorset businesses across ten categories.

Culminating in a Gala Dinner and ceremony, Festival Partners will feature across all marketing for the DBAs and will be invited to present an award.

Full details of the package, benefits and marketing opportunities can be viewed overleaf.



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General Festival Marketing

- High-visibility of your brand, with your logo featured across all Festival digital, print and experiential marketing activity
- Your logo featured on site at events: slides, backdrops and signage
- Your logo and links featured on social campaigns, digital marketing and promotional films
- Your logo on all printed Festival materials
- Your logo and URL on Festival website
- Your logo on Festival banners (once all partners secured)
- Festival marketing toolkit including logo and social assets provided for your use
- Your business name included in press releases to promote the Festival
- Your business welcomed at all events
- Full page editorial in Dorset Business Focus Magazine

Festival Networking Breakfast

- General marketing of all Festival Partners in pre-event promotion and post-event round-up
- Two tickets to the Breakfast event
- Event slide positioning Festival partners to be used as a backdrop
- Photo opportunity with fellow Festival Partners
- Personal welcome

Business Expo

- General marketing of all Festival Partners in Expo marketing activity
- Expo stand (single exhibition stand)
- Expo showguide (all Festival Partners logos prominent throughout leaflet)
- Delegate places at Expo (unlimited)
- Photos of Festival Partners at Expo with branding in Dorset Business Focus magazine

Business Conference

- Specific press release for the Conference referencing all Festival Partners
- Positioning of Festival Partners on all marketing for the Conference
- Three complimentary tickets to the Conference
- Festival slide positioning all Festival Partners to be used as a back drop at the Conference
- Option to be part of the panel, speaking at the event

Why Become a Festival Partner?

- Your business seen across Dorset and beyond in association with high-profile brands and events
- Free tickets to events valued at £1.4k
- Branding on all event marketing, social, print and digital media
- Benefit from extensive marketing reach with our:
 - Dorset Business Focus magazine (10k)
 - Database and Directory of 7k+ leaders and decision makers
 - LinkedIn (7k with page reach of 70k+)
 - Twitter (6.7k followers)
 - Facebook (3k followers)
 - Instagram (1.9k followers)

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Dorset Business Awards

- Formal launch of Dorset Business Festival with strong positioning for all Festival Partners
- Press release calling for entries positioning Festival Partners
- Marketing of all award categories positioning Festival Partners
- Three complimentary tickets to the Dorset Business Awards
- Festival Partners positioned on all Dorset Business Award tickets
- Festival Partners positioned on backdrop during the Dorset Business Awards
- Festival Partners referenced in leaflet for the Dorset Business Awards
- Festival Partners referenced in post-event press release
- Public acknowledgement of Festival Partners by host at beginning and end of event
- Clear reference of Festival Partners in Dorset Business Focus magazine coverage after event
- Festival banner stands on display at all events
- Photos of event shared on social media channels and supplied for Partner use.

DBA 2024 Launch Event

- Three tickets to this canapes and drink reception to announce the categories, judges and the official launch of the Awards.
- Event slide positioning Festival partners to be used as a backdrop
- Photo opportunity with VIPs
- Personal welcome
- Your business name included in press releases to promote the event

Meet the Finalists

- Three tickets to this canapes and drink reception
- Event slide positioning Festival partners to be used as a backdrop
- Photo opportunity with 'chosen' category
- Personal welcome
- Your business name included in press releases to promote the finalist shortlisting

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To find out more about becoming a Festival Partner, call the Dorset Chamber team: 01202 714800

