



LOCAL & NATIONAL GOVERNMENT INITIATIVE

OVERVIEW

The NOEA Local & National Government Initiative is a NOEA-led programme designed to strengthen the relationship between the outdoor events industry and government at both local and national level.

Outdoor events play an important role in communities across the UK, supporting local economies, activating public spaces and bringing people together through shared experiences. However, the ability to deliver events successfully can vary significantly depending on local context, resource and approach.

This initiative will work to support local authorities in recognising and unlocking the value of events, while also ensuring that outdoor events are better represented within national policy and government discussions.

NOEA will take a 'top-down and bottom-up' approach to this work.

At a local level, we will work directly with local authorities to share best practice, provide guidance and highlight examples of successful collaboration between councils and event organisers.

At a national level, we will engage with policymakers, MPs and civil servants to build greater awareness of the sector and advocate for policies that support the

delivery and growth of outdoor events. This will include establishing the viability of a new All-Party Parliamentary Group (APPG) focused specifically on outdoor events and festivals.

THE OPPORTUNITY

The NOEA Local & National Government Initiative provides a clear opportunity for organisations to align with the long-term growth and sustainability of the outdoor events sector.

For organisations operating within the industry, this is an opportunity to support the conditions that enable events to happen, not just the events themselves.

Through partnering with the initiative, organisations will:

- Support engagement with local authorities and policymakers
- Align their brand with a programme focused on growth, advocacy and industry support
- Be part of a coordinated effort to strengthen the environment in which events operate
- Show leadership in supporting the future of outdoor events across the UK
- Engage directly with national and local government to provide support and value

WHAT SPONSORS RECEIVE

Sponsors will be recognised as official supporters of the NOEA Local & National Government Initiative, with benefits including:

- Brand alignment with all initiative activity and communications
- Logo inclusion across campaign materials, content and digital platforms
- Recognition within NOEA-led communications, social media and PR
- Association with industry advocacy, policy development and sector growth

Sponsors may also have the opportunity to:

- Contribute insight, expertise or case studies to support engagement with government
- Engage directly with local and national government to present the positive case for better event cohesion
- Participate in discussions and activity linked to the initiative
- Support the development of content and communications targeted at policymakers
- Collaborate with NOEA on industry-facing outputs linked to the initiative

OUR COMMITMENT

NOEA will actively deliver and promote the initiative across both industry and government audiences.

This will include engagement with local authorities, policymakers and civil servants, alongside the development of targeted communications, case studies and industry insight.

Through this work, we will ensure that supporting organisations are visible as part of a collective effort to strengthen the role and recognition of outdoor events within communities across the UK.

YOUR COMMITMENT

In order to support the delivery and promotion of the NOEA Local & National Government Initiative, we are asking partners to contribute £2,000 (+VAT). This will include events, direct meetings and the establishment of a semi-regular communication channel to an ever-expanding list of MPs, local authorities, civil servants and stakeholders.

For more information on sponsorship, please contact us
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