

**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Get in touch

LGA Annual Conference and Exhibition 2026/2027

Partner with purpose. Shape the future.

Partnership and sponsorship
opportunities

2026
Bournemouth
International Centre
**Tuesday 7 July –
Thursday 9 July**

2027
Harrogate
Convention Centre
**Tuesday 28 June –
Thursday 1 July**

local.gov.uk/conference

Partner with purpose.
Shape the future.

Introduction

Why sponsor?

Which package?

Get in touch

Introduction

Official sponsorship of the Local Government Association's (LGA) Annual Conference and Exhibition offers a unique platform to align your brand with the most influential voices in local government across England and Wales.

As the **flagship event for the local government sector**, this conference brings together senior decision-makers, policy influencers, and sector leaders for three days of insight, innovation, and impact. With over 2,500 attendees and a high-profile programme, it's **the market-leading opportunity** to showcase your commitment to public service and community transformation.

Whether you're looking to **build relationships, launch new initiatives, amplify your brand** or **showcase your products and services**, sponsoring the LGA Annual Conference puts you at the heart of the conversation shaping the future of local government.

This must be the one event of the local government calendar to attend, a superb opportunity to engage, learn, test ideas, and take a leap forward for our councils.



Partner with purpose.
Shape the future.

Introduction

Why sponsor?

Which package?

Get in touch

Why sponsor?

Sponsoring the LGA Annual Conference and Exhibition is more than an opportunity to raise brand awareness – it's a strategic investment in influence, relationships, and impact.

Unmatched reach and influence

- The LGA represents **315 of the 317 councils in England**, including all types of local authorities – from counties and districts to London boroughs and the City of London Corporation.
- In 2025, the conference welcomed **over 1,800 delegates**, including elected members, chief executives, directors, and senior officers from across the sector.

Proven engagement and satisfaction rating

- Delegates rated the 2025 conference **91 per cent for satisfaction**, reflecting the event's quality and relevance.
- **110 organisations** exhibited in 2025, showcasing services, innovations, and partnerships to a highly engaged audience.



Partner with purpose.
Shape the future.

Introduction

Why sponsor?

Which package?

Get in touch

Media and digital visibility

- The LGA was featured in **155 regional, trade, and national print articles**, and **25 national online and broadcast pieces** during the week of the 2025 conference.
- The event generated over **520 social media mentions** using **#LGAConf25** and **#LGAConference**, amplifying sponsor visibility across digital platforms.
- Over **141k impressions** across social media channels in three days.
- Over **143k followers** on our social media channels, including X, LinkedIn, Facebook and Bluesky.

Access to a sector with serious spending power

- Local authorities in England are budgeted to spend **£138 billion*** on services in 2025/26 — **a powerful market** for suppliers, innovators, and partners.

* Local authority revenue expenditure and financing: 2025/26 budget, England published in June 2025



The conference was a great opportunity to leave the desk to network and share innovations and ideas.



Partner with purpose.
Shape the future.

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Which package?

Join us in shaping the future of local government. Whether you're a long-standing partner or new to the sector, we'll work with you to create a sponsorship package that delivers real value and visibility.

Get in touch to discuss opportunities:

annualconference@local.gov.uk

Please note that the sponsorship price listed is **per year**.

Packages available:

- **Headline partner**
- **Official partner**
LGA local authority chief executives' dinner
- **Official partner**
LGA political group dinners
- **Official partner**
Conference app sponsor
- **Official sponsor**
- **Programme supporter**

All round it is a worthwhile experience to attend the LGA conference for learning, sharing new ideas and networking.

**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Which package?

Headline partner

Price on enquiry

The headline partner package is the highest-profile sponsorship opportunity available at the LGA Annual Conference and Exhibition. This premium package offers unparalleled visibility, influence, and engagement with senior leaders across local government.

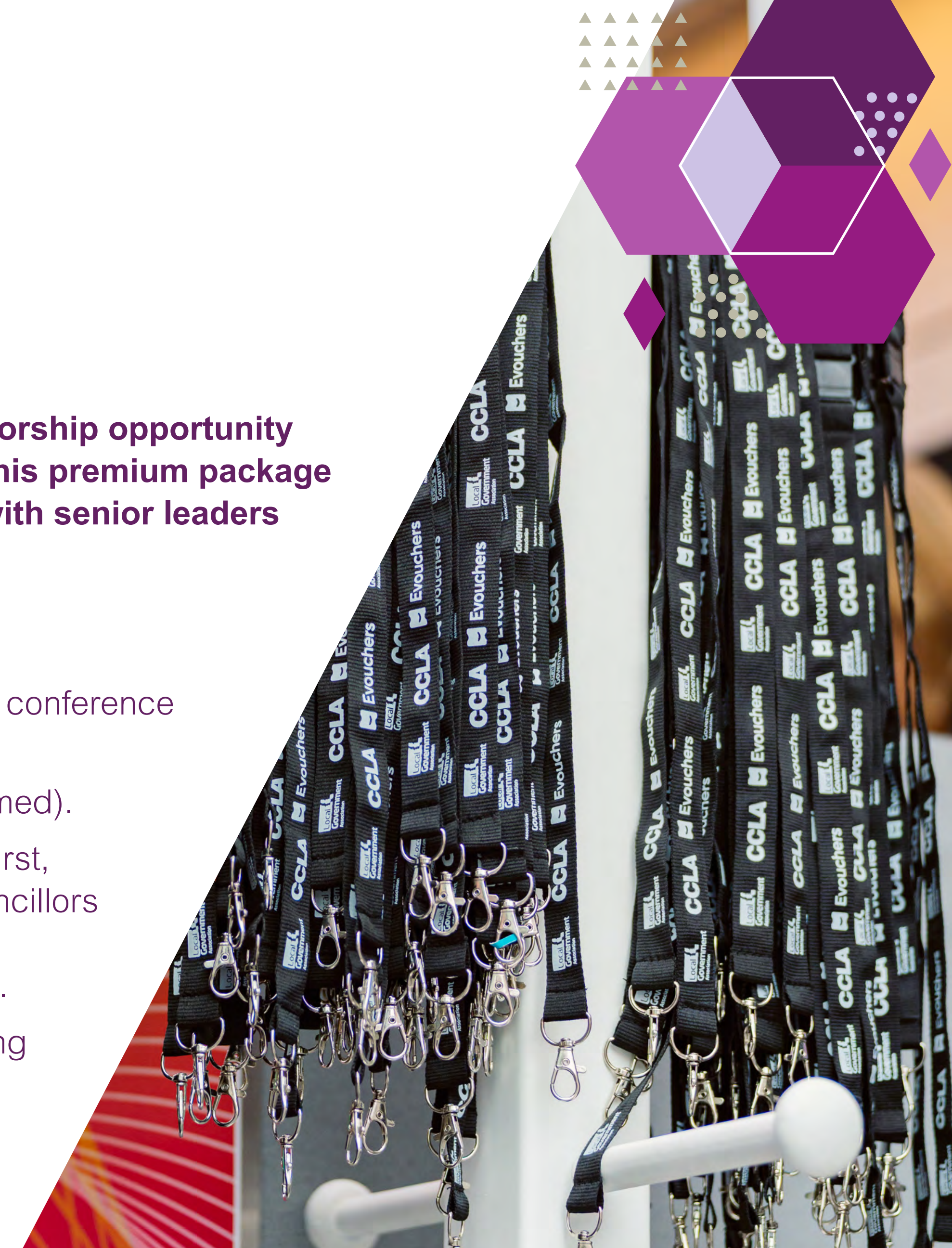
Key benefits:

Advertising and promotion

- An opportunity for your senior representative to chair a main conference session (details to be confirmed).
- An opportunity to host a fringe session (timings to be confirmed).
- Full-page colour advertisement (using supplied artwork) in first, the LGA's membership magazine, reaching over 16,700 councillors and senior officers, including chief executives, directors of communications, fire chiefs, and combined authority mayors.
- Opportunities for coverage via LGA digital channels, including social media.

Corporate logo displayed alongside the LGA logo on:

- the homepage of the conference website
- selected onsite signage at the venue



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

- the conference website and app, with company message, contact details, and hyperlink.

Onsite branding

- Prominent logo placement on sponsorship recognition boards throughout the venue.
- All attendee badges and lanyards (exclusive) over 2,500.
- Inclusion in the graphics loop shown before and during all plenary sessions and on relay screens across the venue.
- Acknowledgement by the LGA chair during the opening and closing addresses.

Exhibition space

- Twelve square metres of prime exhibition space in a high-traffic area of the exhibition hall.
- Option to purchase additional space for an enhanced presence.

Complimentary conference passes

- Eight full conference passes, including access to the drinks reception.
- One senior representative invited to each of the political group dinners.
- Three exhibition only passes.
- Three places at the exclusive LGA local authority chief executives' dinner.

The conference was perfect for important conversations about how local government is adapting and thriving in a challenging delivery environment.



Partner with purpose.
Shape the future.

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Which package?

Official partner – LGA local authority chief executives' dinner

£13,000 + VAT

The chief executives' dinner is an exclusive, informal networking evening attended by over 200 local authority chief executives and invited guests.

As the official partner, your organisation will co-host this high-profile event alongside Joanna Killian OBE, Chief Executive of the LGA, gaining direct access to some of the most senior leaders in local government.

Key benefits:

Advertising and promotion

- Full-page colour advertisement in first, the LGA's membership magazine, reaching over 16,700 councillors and senior officers, including chief executives, directors of communications, fire chiefs, and combined authority mayors.
- Corporate logo, message, contact details, and hyperlink featured on the conference website and app.
- Opportunity to deliver a five-minute welcome speech at the dinner, alongside Joanna Killian OBE, Chief Executive of the LGA.



Partner with purpose. Shape the future.

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

- Co-branding on all promotional materials related to the dinner.
- Opportunity to display two branded pop-up banners at the dinner venue.

Onsite branding

- Logo displayed alongside all sponsors on sponsorship recognition boards in prominent positions within event.
- Inclusion in the graphics loop shown on screens before all plenary sessions and on relay screens throughout the venue.

Exhibition space

- Six square metres of complimentary exhibition space within the main exhibition hall.

Complimentary conference passes

- Three full conference passes, including access to the drinks reception
- Three places at the LGA local authority chief executives' dinner.

Freedom to pick and choose to engage and feel energised with ideas and new thoughts.



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Which package?

Official partner – LGA political groups dinners

£30,000 +VAT

The LGA political group dinners are a long-standing and valued part of the Annual Conference programme. Held across five political groups, these evening events offer a unique opportunity to engage with elected councillors in a relaxed, informal setting at the close of the conference day.

As the official partner, your organisation will be prominently associated with all five dinners, gaining direct access to a diverse cross-section of local government leadership.

Key benefits:

Advertising and promotion

- Full-page colour advertisement in first, the LGA's membership magazine, reaching over 16,700 councillors and senior officers, including chief executives, directors of communications, fire chiefs, and combined authority mayors.
- Corporate logo, message, contact details, and hyperlink featured on the conference website and app.



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

- Opportunity to deliver an up to five-minute welcome speech at the start of each political group dinner.

Onsite branding

- Logo displayed alongside all sponsors on sponsorship recognition boards in prominent positions throughout the venue.
- Inclusion in the graphics loop shown on screens before all plenary sessions and on relay screens across the venue.
- Opportunity to display one or two branded pop-up banners at each of the dinners.

Exhibition space

- Six square metres of complimentary exhibition space within the main exhibition hall.

Complimentary conference passes

- Three full conference passes, including access to the drinks reception and all political group dinners.



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Which package?

Official partner – conference app

£13,000 +VAT

As part of the LGA's commitment to sustainability, the conference app is now the primary source of information for delegates – from programme updates and speaker details to venue maps and networking tools. As the official app partner, your brand will be front and centre in the digital experience of every attendee.

Key benefits:

Advertising and promotion

- Full-page colour advertisement in first, the LGA's membership magazine, reaching over 16,700 councillors and senior officers, including chief executives, directors of communications, fire chiefs, and combined authority mayors.
- Corporate logo, message, contact details, and hyperlink featured on both the conference website and app.
- Logo placement on the conference app homepage, alongside the LGA and main headline partner logo.
- Opportunities for coverage via LGA digital channels, including social media.



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Onsite branding

- Logo displayed alongside all sponsors on sponsorship recognition boards in prominent positions throughout the venue.
- Inclusion in the graphics loop shown on screens before all plenary sessions and on relay screens across the venue.

Advertising and promotion

- One push notification per day sent to all app users (content to be agreed with LGA).

Exhibition space

- Six square metres of complimentary exhibition space within the main exhibition hall.

Complimentary conference passes

- Three full conference passes, including access to the drinks reception.



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Which package?

Official partner – official sponsors

From £9,000 + VAT

The official sponsors package offers a cost-effective and high-impact opportunity to showcase your organisation's products, services, and brand to a senior public sector audience. Ideal for organisations looking to build visibility and credibility within local government.

Key benefits:

Advertising and promotion

- Half-page colour advertisement in first, the LGA's membership magazine, reaching over 16,700 councillors and senior officers, including chief executives, directors of communications, fire chiefs, and combined authority mayors.
- Corporate logo, message, contact details, and hyperlink featured on the conference website and app.

E-vouchers

g the distribution
all in one place,
supporting
me, anywh



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner

LGA local authority
chief executives' dinner

Official partner

LGA political group dinners

Official partner

conference app

Official sponsors

Programme supporter

Get in touch

Onsite branding

- Logo displayed alongside all sponsors on sponsorship recognition boards in prominent positions throughout the venue.
- Inclusion in the graphics loop shown on screens before all plenary sessions and on relay screens across the venue.

Exhibition space

- Six square metres of complimentary exhibition space within the main exhibition hall.

Complimentary conference passes

- Three full conference passes, including access to the drinks reception.



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner
LGA local authority
chief executives' dinner

Official partner
LGA political group dinners

Official partner
conference app

Official sponsors

Programme supporter

Get in touch

Which package?

Programme supporter

£8,000 + VAT

The programme supporter package offers a valuable opportunity to align your organisation with the core content of the LGA Annual Conference. This package includes the chance to host a fringe session promoted as part of the official programme, alongside strong branding and visibility throughout the event.

Key benefits:

Fringe session

- Opportunity to host a fringe session within the main conference venue.
- Room hire, technical equipment, and support included.
- Fringe listing on the conference website and app, including a 150-word description and logo.

Advertising and promotion

- Half-page colour advertisement in first, the LGA's membership magazine, reaching over 16,700 councillors and senior officers, including chief executives, directors of communications, fire chiefs, and combined authority mayors.
- Corporate logo, message, contact details, and hyperlink featured on the conference website and app.



**Partner with purpose.
Shape the future.**

Introduction

Why sponsor?

Which package?

Headline partner

Official partner

LGA local authority
chief executives' dinner

Official partner

LGA political group dinners

Official partner

conference app

Official sponsors

Programme supporter

Get in touch

Onsite branding

- Logo displayed alongside all sponsors on sponsorship recognition boards in prominent positions throughout the venue.
- Inclusion in the graphics loop shown on screens before all plenary sessions and on relay screens across the venue.

Complimentary passes and hospitality

- Three full conference passes, including access to the drinks reception.



Partner with purpose.
Shape the future.

Introduction

Why sponsor?

Which package?

Get in touch

Get in touch

Join us in shaping the future of local government. Whether you're a long-standing partner or new to the sector, we'll work with you to create a sponsorship package that delivers real value and visibility.

Get in touch to discuss opportunities:
annualconference@local.gov.uk

“This was my first experience of LGA conference, and I was impressed with what I found. Political speakers of all colours showed the value that they place on local government with their attendance and the time they gave the event.”

