



ADVANCING IDEAS, PEOPLE, AND PLACE

Annual KQ Conference

SPONSORSHIP OPPORTUNITIES

TUESDAY 10 NOVEMBER
THE BRITISH LIBRARY



Why the Knowledge Quarter Annual Conference matters

Dear [Name],

We are delighted to invite you to explore sponsorship of the Knowledge Quarter Annual Conference – one of the most distinctive events in the UK's innovation and knowledge calendar.

The Knowledge Quarter is not a trade body or a lobbying group. We are an independent, member-led innovation district – a lively ecosystem of world-class organisations in a one-mile radius around King's Cross. Our members include the British Library, the Francis Crick Institute, UCL, the Wellcome Collection, Google DeepMind, and more who share a belief in the importance of collaboration for producing and distributing knowledge.

The Annual KQ Conference is where we bring that community together. It is where researchers and policymakers share the same platform. Where a start-up founder sits next to a Nobel laureate. Where ideas that have been germinating in labs, libraries, and lecture theatres meet the people who can help them grow. It is, in short, unlike anything else.

Sponsoring this event means putting your organisation in the centre of that world. Not as a passive logo on a backdrop – but as a partner in London's knowledge and innovation ecosystem.

This pack sets out everything you need to know: who we are, who attends, what we are offering, and how to get involved. We would love to talk it through with you personally.

Warm regards,



Jodie Eastwood

Chief Executive
Knowledge Quarter London



Kate Alessi
VP & MD, Google UK & Ireland

The world's most concentrated hub of knowledge and innovation

We are the brand, advocate and primary convener behind the world's most significant knowledge and innovation partnership, right in the heart of London. Our partners include the major academic, research, technology and life sciences institutions clustered within a one-mile radius around King's Cross.

These institutions are at the forefront of advanced research in AI, quantum and biology. Here in the Knowledge Quarter, the Francis Crick Institute is working to cure cancer and dementia, Google Deepmind is developing Artificial General Intelligence, and biotech firms are discovering the next generation of therapeutics.

The Knowledge Quarter is the connective tissue between these organisations, and the driving force behind the area's identity as a dynamic, interdisciplinary innovation district.



Founded in 2014, our partnership has transformed an area of London into, arguably, the UK's greatest economic success story of the past decade. Today, we represent Europe's premier site for research and innovation; a new Silicon Valley, where the largest AI companies, such as Anthropic and OpenAI, are bringing their headquarters, to work alongside the largest pharmaceutical companies, like Novo Nordisk and AstraZeneca.

The Knowledge Quarter sits at the heart of this story, and represents the belief that when you connect knowledge, you create possibilities.

When you connect knowledge, you create possibilities.

KQ Strategy 2025–2030

150

Anchor Institutions



£34bn

Annual GVA contribution



100,000

Students in the district



8m+

Annual visitors



70,000

Staff across member organisations



400+

Research centres



3

Nobel Prizes in the last decade



18

Cultural institutions



The UK's leading forum for place-based innovation

The Future of Knowledge is our annual flagship conference, a one-day showcase event convening senior leadership across the sciences, technology, culture and government, to explore the questions defining the future of London innovation.

The conference is our moment to celebrate and promote the Knowledge Quarter as a dynamic hub of research, collaboration and innovation, and its partners as the institutions driving the next decade of discovery in the UK.

Few events can convene the directors of the UK's most significant research institutions, alongside founders and chief executives of companies redrawing entire industries.

The conversations held at our conference bring to life the extraordinary discoveries taking shape in this part of London, and set the agenda for the future of knowledge everywhere.

The Conference demonstrates the scale and diversity of the Knowledge Quarter and the collective strength of its ecosystem.

KQ Strategy 2030

The Audience

250–300 delegates
Senior leaders, researchers, policymakers, innovators and creatives from across the KQ ecosystem and beyond.

Who comes?

- ▶ KQ member organisations: 85+ represented
- ▶ Policymakers: Camden, Islington, GLA, national government
- ▶ International delegates from global innovation district
- ▶ Life sciences, technology, AI and finance leaders
- ▶ Academic researchers and university leadership
- ▶ Culture and arts leaders
- ▶ Press and specialist media
- ▶ Entrepreneurs and emerging innovators

Format

- ▶ Full-day programme at a world-class KQ venue
- ▶ Keynote addresses and fireside conversations
- ▶ Panel discussions across multiple themes
- ▶ Workshops and interactive breakout sessions
- ▶ Delegate networking across all breaks
- ▶ VIP pre-event dinner the evening before
- ▶ Live and post-event digital content reach

Reach beyond the room

- ▶ Post-event video highlights published across KQ channels
- ▶ Written conference summary on KQ website
- ▶ Social media coverage throughout the day
- ▶ Distributed to KQ's full member email lists
- ▶ Featured in KQ monthly newsletter
- ▶ Content archived on KQ website indefinitely

What your investment delivers

✓ Access

Direct access to 250-300 senior decision makers from research, policy, culture, and business in a single day.

✓ Influence

Lead the conversation on the future of knowledge creation, with the institutions making it happen.

✓ Visibility

Brand presence across pre-event, on-the-day, and postevent channels reaching the KQ membership and beyond.



Mathu Jeyaloganathan
Chief Investment Officer, Camden Council

Who sponsors KQ?

Sponsorship is open to both KQ members and non-members from any sector.

Our sponsors have come from:

- Life sciences and pharmaceuticals
- Technology and artificial intelligence
- Financial services and investment
- Property and urban development
- Creative and cultural industries
- Professional services

Members and non-members equally welcome. If you are not currently a KQ member, sponsoring the Annual Conference is a powerful way to engage with the KQ ecosystem, build relationships with member organisations, and demonstrate your commitment to the values of knowledge, innovation and collaboration.

Non-member sponsors are recognised as Official Conference Partners and may be invited to explore KQ membership as part of the relationship, if they are based within our one-mile radius.

Previous sponsors include British Land, British Library, British Museum, the Francis Crick Institute, Pan Macmillan, and more.

Sponsorship Tiers

05

Four sponsorship tiers are available. Each offers a distinct package of benefits, visibility, and access – designed to deliver genuine value whatever your budget and objectives.

Availability is limited. Only one Platinum sponsorship is available per edition. We recommend early conversations to secure your preferred tier.

Platinum Headline Sponsor

1 available — exclusive
£35,000

Exclusive
to this tier

**The only headline sponsor. Your name on the conference.
Maximum presence across every touchpoint.**

- Exclusive naming rights: 'The Future of Knowledge, presented by [Your Organisation Name]
- 15 Delegate conference passes
- 6 invitations to VIP pre-event dinner
- Premium branded exhibition stand in the main delegate area
- 1–2 dedicated speaking slots across the programme, on the main stage and in breakout spaces, with formats agreed alongside our Events & Content Manager.
- Logo featured on all event materials: website, stage backdrop, signage, print
- Branded lanyards for all 250–300 delegates
- Branded delegate bag insert
- Full-page advertisement in the printed and digital conference programme
- Private meet-the-speaker introductions
- 4 conference dedicated posts across KQ's LinkedIn, Instagram, and X channels
- 3 featured placements in KQ member email newsletter about your conference sessions
- Post-event attendee insights report (aggregated, anonymised data)
- Inclusion in post-event video highlights reel
- Joint press release opportunity on announcement of headline sponsorship



Naming rights:
no other sponsor
receives this

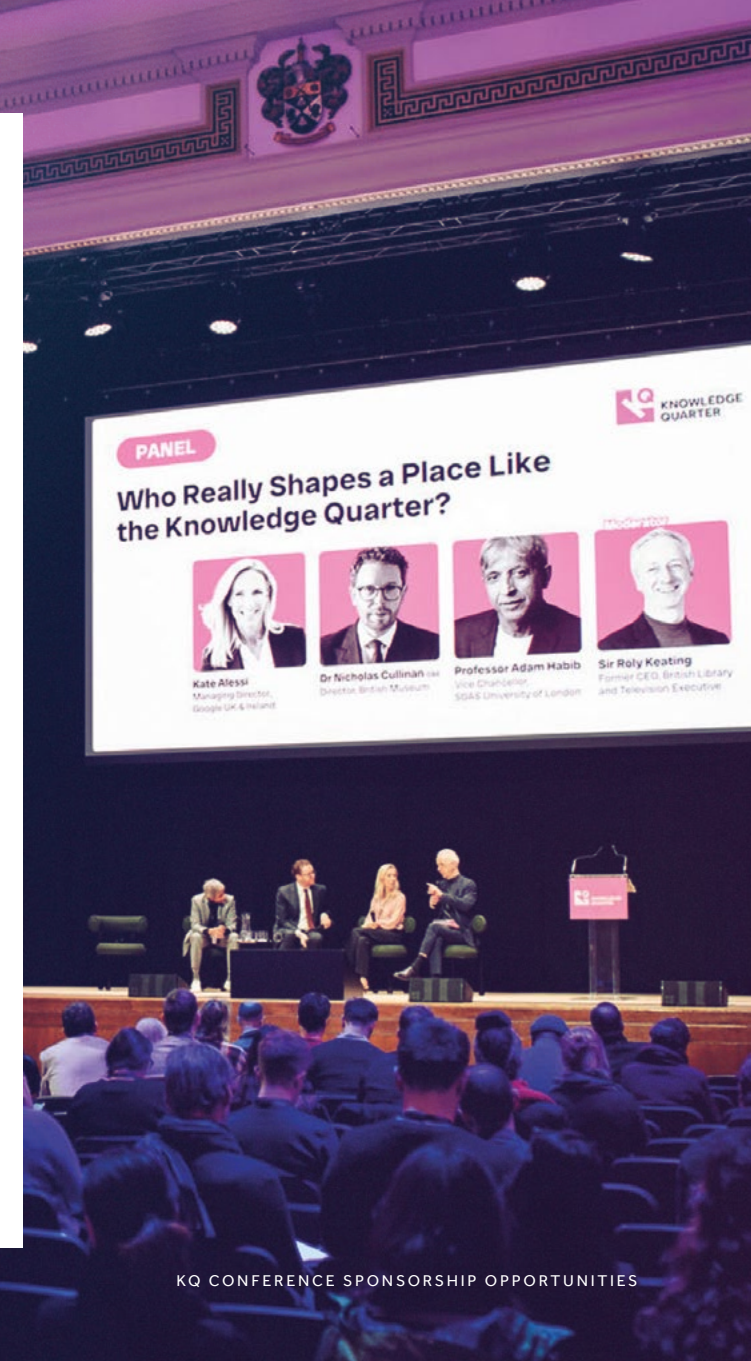


Branded lanyards
for every delegate
in the room

Gold Sponsor	Silver Sponsor	Bronze Sponsor
Premium visibility and a voice in the programme. Perfect for organisations who want to lead a conversation. • 10 delegate conference passes • 2 invitations to VIP pre-event dinner • Branded exhibition stand in the main delegate networking area • 15-minute sponsored session or presentation in the main programme • Logo on all event materials: website, signage, and print • Branded delegate bag insert • Full-page advertisement in the printed and digital conference programme • 'Meet-the-speaker' access to state (pending availability) • 3 conference dedicated posts across KQ's social media channels • 2 featured placements in KQ member email newsletter about your conference sessions • Post-event attendee insights report (aggregated, anonymised data) • Inclusion in post-event video highlights reel	High visibility and access at a conference where every delegate is worth knowing • 10 delegate passes • 2 invitations to VIP pre-event dinner • Branded exhibition stand in the delegate networking area • 1 reserved seat on a conference panel, available speaking slots to be shared by Events & Content Manager • Logo on all event materials: website, signage, and print • Branded delegate bag insert • Half-page advertisement in the printed and digital conference programme • 2 conference dedicated posts across KQ's social media channels • 1 featured placement in KQ member email newsletter about your conference sessions • Post-event attendee insights report (aggregated, anonymised data)	Brand presence and delegate access at the KQ Annual Conference. • 6 delegate passes • 1 invitation to VIP pre-event dinner • Branded exhibition table in the delegate networking area • Logo on all event materials: website, signage, and print • 2 conference dedicated posts across KQ's social media channels • 1 featured placement in KQ member email newsletter about your conference sessions • Post-event attendee insights report (aggregated, anonymised data)

What's included

Benefit	Platinum	Gold	Silver	Bronze
Delegate passes	15	10	10	6
VIP pre-event dinner invitations	6	2	2	1
Exhibition stand	✓	✓	✓	✓
Logo on all event materials	✓	✓	✓	✓
Post-event data report	✓	✓	✓	✓
Social media posts (conference related)	4	3	2	2
Email newsletter features (conference related)	3	2	1	1
Panel seat	2	1	1	—
Branded delegate bag insert	✓	✓	✓	—
Main stage content slot	✓	✓	—	—
Dedicated workshop / breakout	✓	✓	—	—
Post-event video inclusion	✓	✓	—	—
Meet-the-speaker access	✓	✓	—	—
Full-page programme ad	✓	✓	—	—
Half-page programme ad	—	—	✓	—
Branded lanyards (all delegates)	✓	—	—	—
Digital screen signage	✓	—	—	—
Naming rights	✓	—	—	—



Flexible options to suit your organisation

Two payment options are available for all tiers:

Option 1 – Lump Sum	Option 2 – Quarterly Instalments
Pay the full fee on signing.	Spread your payment across four quarterly instalments from the date of signing. Available on all tiers on receipt of a signed agreement.
5% early commitment discount if paid in full 6+ months before the Conference Date.	

Tier	Cost	Q1 (signing)	Q2	Q3	Q4
Platinum	£35,000	£9,625	£8,750	£8,750	£7,875
Gold	£20,000	£5,500	£5,000	£5,000	£4,500
Silver	£15,000	£4,125	£3,750	£3,750	£3,375
Bronze	£8,000	£2,200	£2,000	£2,000	£1,800



Next steps

Sponsoring our conference is a collaborative and straightforward process. We work closely with you throughout. The process is straightforward:



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|----|------------------------|---|
| 01 | Get in touch | Contact the KQ Events & Content Manager (Lucy Young) to express your interest and discuss which tier best suits your objectives. We are happy to talk through the programme, the audience, and what your organisation would get from the partnership. |
| 02 | Complete due diligence | We will send you our standard Sponsorship Due Diligence Form to complete. This is a straightforward process - it exists to protect both parties and ensure the partnership is right for everyone. |
| 03 | Receive your agreement | Once due diligence is complete, we will issue a Sponsorship Agreement setting out the confirmed tier, benefits, fee, and payment schedule. No commitment is made until the agreement is signed. |
| 04 | Sign and activate | On signing and receipt of your First payment, your sponsorship benefits are activated - starting with your logo on the event website, social media recognition, and early access to delegate communications. |
| 05 | The Conference | Your team attends the Conference, your session is delivered, your brand is present throughout the day. We will be with you at every stage. |
| 06 | Post-event | Within two weeks of the Conference, you will receive a post-event report, your data insights pack (Platinum and Gold), and your video content. We will also schedule a debrief to discuss the next edition. |



Ready to talk?

We would love to hear from you.

Lucy Young

Events & Content Manager

Knowledge Quarter London

