



15th April 2027 | Birmingham Conference & Events Centre

SPONSORSHIP BROCHURE



Partner with LATCo 2027



Brought to you by *TheMJ* magazine, the UK's leading weekly local government news and insights publication, the LATCo Conference brings leaders from across local authorities, Local Authority Trading Companies and the private sector together to explore the opportunities available to launch, grow or work with a LATCo.

In our inaugural 2026 event 140+ delegates attended, consisting of:

- **61 Local government attendees**
- **54 LATCo attendees**
- 27 Private sector attendees

114 delegates had a seniority level of Head of Services and above including Director, Chief, CEO, Managing Director, CFO and Chair.

Here's what our previous delegates shared:

- 82% of delegates rated the conference as 'Extremely' or 'Very Valuable' to their professional role.
- 88% of attendees found the topics covered to be 'Extremely' or 'Very Relevant' to current sector challenges.
- 100% of surveyed attendees expressed interest in the 2027 event



Delegate Testimonials



These quotes capture the essence of the event's value -networking, peer-led learning, and strategic growth:

“*“Brilliant first event. I can’t believe we haven’t had a LATCo conference before. Invaluable information shared, can’t wait for the next event.”*”

“*“The event was inspiring, informative and really well run. The speakers were all really great.”*”

“*“For those of us leading LATCos, the message was clear: run it well, run it transparently, and don’t be afraid to think commercially while delivering public good. A timely reminder that when these organisations are led properly, they can be a powerful tool for councils and communities alike.”*”

“*“An invaluable opportunity to hear from others in the sector and build our network so we can go from strength to strength in the offer to our communities.”*”

“*“LATCo 26 was a highly positive and insightful experience. The content was excellent, and the event offered great networking opportunities with sector leaders.”*”

What's In It For You?

The LATCo conference brings together industry leaders to share, network and learn about the most challenging topics in the sector. As a sponsor, you'll gain opportunities throughout the day to gain insights and make new connections.



71% of attendees actively engaged with exhibitors and sponsors, making it a prime location for industry partners.



81.6% of attendees rated 2026 as "Extremely" or "Very" valuable.



Delegates specifically highlighted the value of "subject matter delivered by peers" and "hearing the journey of others" as the most valuable parts of the day.



70.8% of 2026 attendees are "Extremely" or "Very" likely to return.

Headline Sponsor

£14,995 + VAT (1 slot available)

The Headline Sponsor package offers unparalleled visibility and impact, providing your brand with prime exposure throughout the event.

Key Benefit: The highest level of visibility and a direct speaking slot in the morning stream.

Package Includes:

- 3 Delegate passes
- A dedicated session in the morning conference stream to address the full delegation
- Prime positioning for your exhibition table
- Logo branding on all 2027 marketing assets, emails, and event signage
- Full-page advert in The MJ magazine
- Digital Profile piece on LocalGov.co.uk
- Access to the delegate contact list (GDPR compliant)

LATCo
Conference



New: Workshop Sponsor

£9,995 + VAT (4 slots available)

The Workshop Sponsor package offers a unique opportunity to showcase your brand and expertise with 2 x 40-minute deep-dive sessions in an 80-capacity room. Delegates will have two opportunities through the day to book attendance to your workshop

Based on feedback: 44.9% of delegates want a mix of main-stage and breakouts. 34.7% specifically rated "Practical Workshops" as most valuable.

Package Includes:

- Present 2 x 40 minute sessions
- 2 Delegate passes
- Room branding with popups during your sessions
- Access to data of delegates who pre-booked your session

2026 data shows high demand for Commercial Strategy (65.3%), Governance (49%), and Legal Frameworks (49%) workshops. We will support workshop sponsors to deliver on these themes to ensure high attendance.

LATCo
Conference



Networking & Brand Sponsorships

LATCo
Conference

Lunch Sponsor | **£4,995 + VAT:**

- Exclusive branding during the primary networking hour
- 2 delegate passes

Coffee Break Sponsor | **£4,995 + VAT:**

- Branding at all high-traffic refreshment stations
- 2 Delegate Passes

Branded Table Sponsorship (6 Available) | **£3,495 + VAT:**

- Constant presence during breaks and lunch period
- 2 delegate passes

Lanyard & Badge Sponsorship | **£3,495 + VAT:**

- 100% brand saturation
- 2 delegate passes

Full day networking pass | **£1,990 + VAT:**

- 2 private sector delegate passes





15th April 2027 | Birmingham Conference & Events Centre

SECURE YOUR SPONSORSHIP



Contact Scott Pascal-Murray to discuss more.
Email: s.pascalmurray@hgluk.com