

MID WALES TOURISM 35TH ANNIVERSARY CONFERENCE

Sponsorship Opportunities

Location

**The Metropole Hotel
Llandrindod, LD1 5DY**

Presented by

**Mid Wales Tourism
MWT Cymru**

Date

18.06.2026



ABOUT MWT CYMRU

Mid Wales Tourism (MWT Cymru) is a not-for-profit membership organisation supporting over 550 tourism businesses across Mid Wales (Powys, Ceredigion and South of Eryri). We promote the region and represent our members, while helping them get seen, stay informed and feel part of something bigger.

Sponsoring our annual conference puts your organisation at the centre of the Mid Wales tourism sector, not just on the day, but throughout our year-round membership communications. If you're looking to align your brand with a thriving rural tourism community, we'd love to have you on board.

ABOUT THE CONFERENCE

The 2026 conference marks 35 years of Mid Wales Tourism.

It is our flagship event of the year, bringing together tourism businesses for a day of practical insight, shared learning and meaningful connections.

The programme is designed around what businesses tell us they need:

- Clear, useful ideas they can apply straight away
- Honest conversations about challenges and opportunities
- Time to connect with others in the industry
- Access to trusted suppliers and support organisations

Sponsorship of the conference gives you a prominent platform in front of exactly these people, engaged, motivated business owners who are actively investing in the future of their operations.

WHO YOU WILL REACH

The conference attracts a wide range of tourism and hospitality businesses, including, but not limited to:



**Self-Catering
Accommodation
Providers**



**B&B and
Guesthouse
Owners**



**Campsites &
Glamping Sites**



**Hotels
& Inns**



**Activity &
Adventure
Providers**



**Attractions
& Visitor
Experiences**



**Cafes,
Restaurants &
Food Businesses**



**Organisations
&
Suppliers**

Most attendees are independent SMEs who are **directly involved** in running their businesses and making decisions.

Beyond the conference day itself, your sponsorship will be promoted to our **full membership of 600+ businesses** through our newsletters, social media channels and website, extending your reach well beyond the room.



WHY SPONSOR

Sponsoring the MWT Cymru Conference allows your business to connect with tourism businesses in a **meaningful and practical** way.

This is not a large, anonymous trade show. It is a focused, community-led event where **conversations matter**.

As a sponsor, you can:

- Build relationships with tourism and hospitality business owners and decision makers
- Raise awareness of your brand within the Mid Wales tourism sector
- Position your business as supportive of independent rural enterprises
- Showcase your products or services in a relevant setting
- Be part of a trusted network that supports and represents its members

You will be seen as a business that **understands and supports** the realities of running a tourism business in rural Wales.

SPONSORSHIP PACKAGES

We offer a range of packages to suit different organisations and budgets. All packages include promotion to our full membership, not just on the conference day.

Headline Sponsor

£2,500+VAT

- Prominent logo on all event materials, website and displays
- Speaking slot in the main programme
- Full-page feature in the delegate pack
- 3 delegate tickets included
- Pre-and post-event social media features
- Dedicated mention in all member e-communications and PR features
- Exhibitor stand included

Gold Sponsor

£1000+VAT

- Logo on all event materials, website and displays
- Half-page feature in the delegate pack
- 2 delegate tickets included
- Social media feature before and after the event
- Verbal acknowledgement during the programme
- Exhibitor stand included

SPONSORSHIP PACKAGES

VIP Dinner Sponsor

£1,500+VAT

- Naming rights for the evening: The *[Organisation]* VIP Dinner, Celebrating 35 Years of Mid Wales Tourism
- Branding across all evening materials including printed menus, table signage and place settings
- 5-10 minute speaking slot to address dinner guests directly
- Logo featured on all conference materials referencing the evening
- Complimentary stand in the dining room (on request)
- 2 VIP Dinner tickets included
- Social media feature before and after the event & PR features
- Dedicated mention in all member e-communications relating to the evening

VIP Dinner: Drinks Reception Sponsor

See Below

We are **actively** seeking a drinks sponsor for our VIP Reception and are open to two types of partnership:

- **Financial sponsorship:** contribute to the cost of the reception in exchange for full naming rights, branding at the reception, and prominent recognition across all event materials
- **In-kind sponsorship:** supply your product as the featured drink of the reception in exchange for the same brand benefits, plus the opportunity to showcase your product directly to 50+ tourism business owners
- Ideal for Welsh drinks producers, distillers and brewers looking to reach hospitality businesses across Mid Wales.

SPONSORSHIP PACKAGES

Silver Sponsor

£500.00+VAT

\$5,000

- Logo on event website and in the delegate pack
- 1 delegate ticket included
- Social media mention
- Verbal acknowledgement on the day

In Kind/Funding Partner

By Arrangement

- Suitable for public sector bodies, grant funders, sector organisations, or businesses contributing goods, products, or experiences in lieu of a financial fee
- Tailored recognition package based on the nature of your contribution
- Co-branding as a supporting partner across event materials
- Option to provide a product tasting, demonstration, or experience for attendees in exchange for a complimentary stall or display area

Want something tailored? Get in touch and we'll create a package that works for your goals and budget.



GET INVOLVED

We'd love to talk through how sponsorship could work for your organisation. Whether you have a specific package in mind or want to explore a bespoke arrangement, we're happy to have that conversation.

Get in touch at lauren@mwtcymru.co.uk or call us on 01654 702653 and we'll send over further details.

FURTHER OPPORTUNITIES

A full exhibitor pack is also available if you'd prefer a stand at the conference rather than wider sponsorship. If you'd like a copy, get in touch at info@mwtcymru.co.uk.

MEMBERSHIP

If you'd like to find out more about MWT Cymru membership and how it could support your business year-round, please get in touch.