

When the Champions first came together **four key themes emerged** which direct our attention and our focus when telling the Coventry and Warwickshire story...

### Event Central

This draws on our central location at the heart of the UK and a great wealth of cultural, sporting and conference facilities which draw millions of visitors to the area every year and making a significant contribution to the economy.



### Innovation

Our Universities are world-renowned and are home to more than 50,000 students. Knowledge transfer partnerships between business and education is just one of the reasons we are home to global brands such as JLR, Aston Martin and PSA Peugeot Citroën.

### Connection

When it comes to the question of location, Coventry & Warwickshire couldn't ask for more, at the very centre of the UK with a perfect balance between urban and rural living, proximity to Birmingham and just 50 minutes from London, our connectivity is unrivalled.



### Peace & Reconciliation

The area boasts the world-renowned Coventry Cathedral, symbol of its continuing role promoting peace and reconciliation. Coventry is a beacon of forgiveness and many have sought guidance and inspiration from the City's experience.



## Coventry and Warwickshire Champions is...

- An alliance of businesses, organisations, alumni and individuals connected to Coventry and Warwickshire
- A powerful network that is regularly informed about what's happening in the area
- An influential group which proactively and positively seeks to make connections, create synergies and make things happen in the region
- A resource of people, contacts and energy that will help sell Coventry and Warwickshire using the marketing tools provided
- A group that can influence the development of the area through ideas, fresh thinking, involvement and resource
- A route that allows Coventry and Warwickshire to get its message heard to compete more effectively



Time **you** became a **CHAMPION**

With over 100 key businesses and organisations, we're serious about making a difference here and now...



Tell someone something good about Coventry & Warwickshire today

If you'd like to discuss how your organisation can get involved, please contact Nic Erskine, Coventry & Warwickshire Champions Manager:

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Tell someone something good about Coventry & Warwickshire today



Coventry and Warwickshire has tremendous opportunities for growth, development and greater prosperity for those who live and work here.

However, in a changing world we have to do things differently to get the results we want.

We need a fresh way for the public and private sectors to work together, we need resources and not just the public sector to get things done and we have to compete nationally and internationally like never before.

We have a compelling new story for Coventry and Warwickshire, together we need to tell it and sell it.

Coventry and Warwickshire Champions is a scheme that unites businesses, organisations and individuals across the area in a powerful network that changes perceptions of the region and raises its profile.

## Become a Coventry and Warwickshire Champion

The scheme brings organisations and individuals together on behalf of the region it also provides access to services and support that will impact on your success.

The Coventry and Warwickshire Champions has produced some impressive results...

It has seen Coventry and Warwickshire achieve national and international press coverage for the area in:

- The Sunday Times
- BBC World News
- BBC National News
- The Guardian
- The Times
- The Observer
- ITV
- Standout Magazine

Coventry and Warwickshire Champions provide senior networking opportunities...

- The Champions are part of, and have access to, a powerful network of influencers and decision makers through regular meetings. Speakers range from key players leading the area's major developments to the heads of the organisations that are shaping the region's future.

- The Champions are a highly regarded group in the area, representative of Coventry and Warwickshire and as such their opinion and support is sought, they hear news of developments first and are often the first names on key invitation lists.

Coventry and Warwickshire Champions has directly resulted in the creation of two nationally-renowned events...

- **Rising** – a global symposium on peace, reconciliation and dispute resolution attracting leading names from across the world and resulting in international media profile
- **Motofest** – a two-day festival of motoring which brings around 125,000 people into Coventry City Centre

The bi-monthly Champions meetings attract blue-chip audiences of around 150 people and have become the leading events of their type in the region.

"The Champions is a group where business happens... people meet, partnerships form and ideas are shared. Those shared visions lead to shared activities and projects and through to real, exciting and fast-paced progress! That's Coventry and Warwickshire though – the best place to do business and the Champions are living examples of this in action."

Fleur Sexton  
Pet-Xi



## Coventry and Warwickshire Champions...

...are proactive advocates for the city and sub-region both nationally and internationally. They have the power to effect how it is marketed, portrayed in the media and at events, and to ensure its attributes are known by the people that matter.

...are proud, proactive, passionate and positive. They are creative and constantly look for new ways to sell the area. They recognise the difference they can make by championing the place professionally, publically and with pride.

...bring together the knowledge, networks, passion, and determination of businesses, organisations and individuals as a powerful force, helping the place compete, attracting investment, business and visitors to create a more successful economy for the benefit of everyone.

## Get Involved

If you want to get together with other people and organisations that have the passion, enthusiasm, commitment and desire to champion Coventry and Warwickshire then simply talk to us.

Coventry and Warwickshire Champions provide an opportunity for every organisation of whatever size to make a financial contribution to our place work.

The contribution levels are based on the size of your organisation with all monies received contributing to support activities and materials available for use by all the Champions.

| No. of employees | Annual contribution |
|------------------|---------------------|
| 1-10             | £500                |
| 11-25            | £750                |
| 26-50            | £1000               |
| 51-100           | £1500               |
| 101-250          | £2500               |
| 251+             | £5000               |
| Sole trader      | On an agreed basis  |

"The Champions attracts diverse key decision makers from across the region. It highlights all that's great now and what's coming soon.

"There's always a buzz of excitement after a meeting on the quality of business being done and significant investments being made across all sectors – well worth taking the time for."

Phil Ewing  
Harrison, Beale & Owen

## Coventry and Warwickshire is everyone's business

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