PROPOLIS
LEADERS FORUM
FROM B2B MARKETING

COMMERCIAL PARTNERSHIP OPPORTUNITIES

September 2025
London

About the Propolis Leaders Forum

The Propolis Leaders Forum is the most exclusive B2B event of the year, with CMOs and Marketing Directors attending strictly by invitation only.

Discover powerful new insights for effective marketing leadership

The Forum offers the opportunity to connect with focused, high-calibre attendees through one on one networking and participation in expert-led content sessions and roundtables. It is a no frills event, focusing on the real problems faced by senior marketers as well as the potential opportunities and solutions.



Topic 1:
Understanding the crucial role of marketing leadership in 2025

Topic 2:
Britain's got talent: a headhunter's analysis of the current B2B job market and the impact this is having

Topic 3:
Understanding modern buyer behaviours through the lens of a behavioural psychologist

"A great day to listen to leading thought leadership about real issues in and around the world of B2B Marketing. A place where people can be together, network and share individual thoughts."

Graham Reed, Director - Business Creation at Ice Blue Sky

Get in the room with B2B CMOs & Marketing Directors

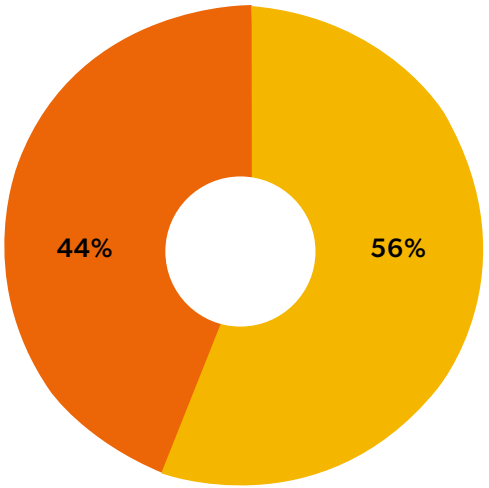
This event is a highly sought after opportunity to connect with 70+ of our high calibre attendees.

Of all the sponsorship opportunities across B2B Marketing's UK and US conference and awards portfolio, this is the best opportunity to get exclusive sponsorship rights to our senior audience.

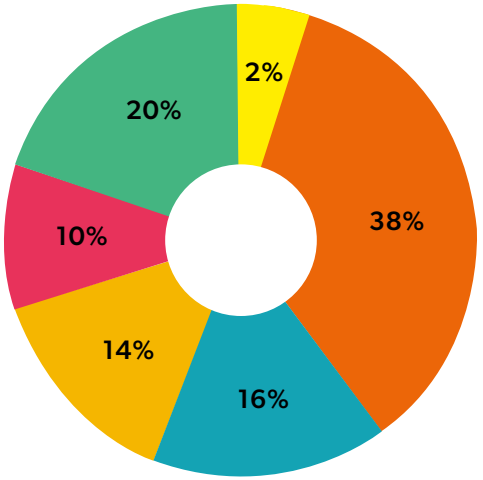
"A provocative mix of inspiration and reassurance for marketing leadership."

Bobby Ngai, Global Partner Marketing Lead for Microsoft at Capgemini

Seniority



Company annual Revenue





Previous attendees



Event sponsorship package

Price: £20,000

This package includes:

- **Be one of only three brands** - There are just three Propolis Leaders Forum sponsorship positions available, for non-competing companies.
- **Align your brand with thought-leadership** - Sponsor one of two sessions focusing on sales and marketing alignment or talent recruitment and retention along with the breakout roundtables that follow. Along with this we'll run a pre or post event podcast about the key challenges facing marketing leaders, including a senior member of your agency and one of your clients.
- **Forge high-value relationships with prospects** - Three members of your team will be able to attend the event and associated roundtables, with the freedom to chat with attendees in breaks, at lunch and at evening drinks.
- **Be remembered** - You'll get prominent branding throughout our digital event marketing campaign, on onsite branding, and on any collateral distribution.



- **Impress your network** - Invite your prospects or key clients with five exclusive guest passes.
- **Be seen on Propolis** - Our global community for B2B marketing leaders, Propolis, offers intelligence, expertise and solutions to a 1000+ strong audience of engaged B2B marketers. Your brand will be seen on all promotional posts throughout the event campaign.
- **Position your brand as a trusted voice** - Share your views on the event session content both in the event at roundtables and on Propolis.

"Really great event, definitely the best leaders forum I've been to. strong speakers, agenda and theme!"

Neil Berry, Global Account Based Marketing Director at Capgemini





Additional partnership opportunities

Exclusive Propolis Leaders Dinner (one available)

Price: £15,000

Leveraging our unique network of relationships across the B2B sector, we can place your brand in front of senior B2B marketers at enterprise brands.

Our B2B Leaders Dinner is centred around direct engagement, networking and learning. This exclusive event will create face-to-face engagement with Propolis marketing leaders, helping to position you at the forefront of senior decision-makers minds. Joel Harrison, founder and editor-in-chief of B2B Marketing will host the evening.

This sponsorship package includes:

- Opportunity to network with 15-20 B2B marketing leaders.
- Two staff seats at the dinner.
- Opportunity to bring three of your key clients (must meet leaders' criteria).



About B2B Marketing

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest network of B2B marketers in the UK, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails

Create compelling stories around your brand with headline-grabbing research and analysis through our reports

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following

B2B MARKETING

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Get in touch

To discuss any of the opportunities outlined in this pack, please contact:

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