

## The European Implementation Event 2025 – Sponsor Packages

The field of implementation science and related disciplines such as knowledge translation, mobilisation, and improvement science have experienced remarkable growth over the past few decades. Researchers and practitioners within these fields share a common goal: to create impact by developing and using effective practices and policies across health, social welfare, and education. However, the past two decades of implementation research and practice have demonstrated primarily one thing: that implementation is complex. How to understand this complexity in detail and navigate it to create impact effectively remains less clear. At the European Implementation Event 2025 (EIE2025), taking place in Newcastle upon Tyne from June 4 to 6, 2025, we will explore and discuss differing viewpoints on where implementation science and practice stand today – and the direction(s) it should move. We will present, develop, and debate old and new ideas for enhancing the science of implementation for practice and policy impact, both in Europe and beyond.

The European Implementation Collaborative co-hosts the event, along with the UK Implementation Society, the National Institute for Health and Care Research (NIHR) Applied Research Collaboration (ARC) South London, and King's College London.

To make EIE2025 successful at all levels, we are looking for organisations with shared values interested in supporting EIE2025 financially. EIE2025 sponsors will be visible in all EIE2025 communication materials before and during the event, and, depending on the type of sponsorship, they will be featured in unique places during the event. **Sponsorship is welcome in the form of a general financial contribution or by sponsoring one or multiple of the following event activities.** Prices are based on the minimum cost of each activity. A more generous contribution is always welcome and will allow the organising committee to increase the offer of the respective activity.

### Sponsoring options:

#### *Early Career Implementation Professional Programme --- sponsor package €3500*

The Early Career Implementation Professional (ECIP) Programme offers colleagues new to the field the opportunity to participate in a track designed specifically to help ECIPs get off to a good start in their careers, facilitate the development of career-long collaborations, and learn skills that will be important at various career stages. The programme will include a series of workshops, sessions, and special activities that are open exclusively to ECIPs. The focus on early career professionals is one of the unique features of the European Implementation Event and has been met with great response at previous events. The sponsor will be visible in the communication of the ECIP Programme before the EIE2025 and at the event itself.

#### *EIE2025 bursaries --- sponsor package from €3000*

EIE2025 stands for inclusive participation and, therefore, would like to support interested individuals in attending the event even if participation is not affordable. EIE2025 welcomes sponsors willing to cover registration fees and/or travel expenses for individuals to attend at no cost. Sponsors will be visible in all communication materials before and during the event and clearly linked with the "Call to Action" to invite individuals to apply for the sponsored tickets.

#### *Science Slam --- sponsor package €2000*

The Science Slam will be one of the highlights of EIE2025. It will take place on the evening of the pre-event day and combine socialising over drinks with entertaining science communication. EIE2025 participants will have the opportunity to submit their work for the Science Slam. Like a poetry slam, participants perform on stage and present their work scientifically unusual and entertainingly to

receive the loudest applause from the audience. The Science Slam will take place at the Brinkburn Brewery in Ouseburn (Newcastle), and sponsorship of the event will cover the cost of drinks and participant prizes. The sponsor will be visible in the communication of the Science Slam before the EIE2025 and at the event itself.

### *Refreshment Breaks --- sponsor package from €1500*

At the EIE2025, refreshment breaks will be offered to participants on both main event days. Crowne Plaza will provide refreshment breaks and include coffee breaks in the mornings and afternoons, as well as lunch breaks. All beverages and food served will be of high quality, and to make EIE2025 as sustainable as possible, only vegetarian and vegan options will be offered. Refreshment break sponsors will be mentioned in all communication materials before the event and during the sponsored refreshment break. The visibility during the event can be discussed on a case-by-case basis.

*Coffee breaks: sponsor package €1500*

*Lunch break: sponsor package €3000*

### *Event Programme Track --- sponsor package €1000*

At the EIE2025, several programme tracks will form the main scientific programme. Sponsoring a programme track might be attractive for sponsors interested in a specific area of work (e.g., cancer research, social care, etc.). Sponsors of a programme track will be visible in the event Programme and pre-event communications about the track. Sponsorship of an event track does **not** include active development of the content of a track, as this could lead to potential conflicts of interest.

### *Event Rooms --- sponsor package depending from €1000*

The EIE2025 will be held at the Crowne Plaza Hotel in Newcastle, UK. Sponsoring an event room for EIE2025 includes sponsor visibility in all pre-event communication materials, in the event Programme, and in the event room during the two-day event. What the visibility will look like during the event can be discussed on a case-by-case basis.

*Parallel sessions room at Crowne Plaza: sponsor package €1000*

*Plenary room at Crowne Plaza: sponsor package €2000*

### *Gifts and prizes --- sponsor package from €500*

Invited speakers at the EIE2025 will receive a token of appreciation for their time and effort spent on the event. EIE2025 attendees will also be eligible to win various prizes. The gifts and prizes will be selected to be sustainable and environmentally friendly, such as contributing to a social or environmental project on behalf of the recipient. The sponsors of gifts and prizes will be visible on these tokens of appreciation and be mentioned in all communication materials before and during the event.

### *Online workshops --- sponsor package from €500*

In the lead-up to the event, the EIE2025 will host online workshops led by international implementation experts. These workshops will take place in spring 2025 and be open to participants worldwide, not just EIE2025 delegates. Participation in these workshops is included in the event registration fee. Workshop participants not attending the EIE2025 will be required to pay a reasonable fee. Workshop sponsors will be visible in all communication materials before and during the EIE2025 and in online workshops.