

THE VOICE OF THE NIGHT TIME ECONOMY

| Membership
| Sponsorship
| Partnership

THE NIGHT TIME INDUSTRIES ASSOCIATION IS A NOT FOR PROFIT ORGANISATION

Established in 2015, the NTIA give a voice to underrepresented licensed businesses which operate predominantly between the hours of 6pm - 6am.

We represent individual businesses and have built a phenomenal community of members and representatives as part of the wider night time economy ecosystem.

Our work with central Government in representing the sector during the pandemic and our public and political campaigns in support of marginalised businesses has established the trade body as a formidable force across the sectors and a true voice of the night time economy.

As such the reliance on the NTIA to set the standards of operational best practice underpins the Night Life Industry's quality infrastructure; and with our independence and expertise, we help to establish the trust and confidence in the businesses that our communities rely on.

NTIA NIGHT TIME
INDUSTRIES ASSOCIATION

contact@ntia.co.uk
www.ntia.co.uk

WHY PARTNER WITH US

The NTIA is a solid, reliable, and reputable Trade Association with 30+ years expertise in late night economy and culture.

We have JUST UNDER 10,000 strong membership community across the UK and are highly rated by demanding independent and corporate businesses.

Our industry and business competencies stretch well beyond the traditional Trade Membership organisations - our background in Night Time Economy and operations means we're very used to delivering solutions for the entire customer experience and business journey across cross-cultural spaces and hospitality.



10,000

INDIVIDUAL BUSINESS MEMBERS

We can be relied upon to support, promote and enhance the reputation of late night events and festivals with a dedicated team of industry specialists united in driving positive transformation, advocacy and night time community regeneration.

We're also innovative, creative, and great at delivering solutions for our members' and partners' current needs as well as anticipating the future and innovating against latent needs.

We are a trade association which lives and breathes the industry!

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OUR VOICE

In the last 12 months we have been covered over 20,000 times in publications, digital and broadcast media excluding social media.

20,000

Media Mentions in the last 12 Months

200

Reported in Over 200 Countries

74 Million

Reaching Over 74 Million People

65,000

Industry Database

40,000

Over 40,000 Industry Followers on Social Media

GOVERNMENT ENGAGEMENT

We work closely with the **Department for Business, Energy, Industry, & Strategy** as an industry lead for Night Time Economy Chairing the Local Economies and Communities Deregulation / Licensing & Planning Easement Steering Group.

We have been core participants in both the **House of Lords Select Committee Licensing Review** and also the **Home Affairs Committee on Drink Spiking** in conjunction with the **Home Office** and we continue to work as an industry lead on spiking, licensing and security issues including Protect Duty where we also lead on engagement alongside **NACTsO**.

Through the **Department of Culture Media & Sport** we have been a voice for counterculture and live and electronic music, and we continue to develop support mechanisms and educational platforms for talent within the industry through key partners like **Arts Council**.

Within our role we also consult with the **Department of Transport** on issues with transport infrastructure and the **Department of Education on Safety at Night** on the normalisation of behaviour in education which has led to misogyny within nightlife.

During the pandemic we forged a strong working relationship with UKHSA / NHS England and continue to liaise on health matters pertaining to industry risk.

We are an industry lead with CS Scott Green working with the National Police Commissioners Council and we continue to work with the Mayors of London, Greater Manchester & West Midlands aLeaders Business Forum.

APPG Night Time Economy



The establishment of the first Night Time Economy All Party Parliamentary Group was put together by Jeff Smith MP, with support from the NTIA as its secretariat, and now boasts 50 plus MPs from all sides of the House of Commons; establishing itself as a formidable voice for the sector through the Chair and its Officers.

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NTIA NIGHT TIME INDUSTRIES ASSOCIATION

BOARD OF DIRECTORS



Sacha Lord
GMP NTE Advisor
WHP & Parklife



Steven Baines
He.She.They



Mike Grieve
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Glasgow



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Glastonbury/
Beautiful Days



Lisa Lashes
DJ Producer



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Maria May
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Electronic CAA



Julie Tippins
DHP Family



Silvana Kill
Director of
Operations



Ben Newby
COO TEG MJR
Group



Billy Mauseth
MD Brighton Music
Conference

WHAT ARE WE DOING NOW?

Launch the "Stand Up" Campaign educating decision-makers and politicians as well as creating stronger regional and central representation at regional and National Government level through commissions and NTE Advisors.

Launch of Ethical Investment Strategy Investment consortium advocating for our industry to give leaseholders the opportunity of owning their own freehold.

Advocate for Licensing & Planning reform including Agent of Change and Heritage asset Protection. Extend trading opportunities through Deregulation / licensing & planning easements to support investment, growth and jobs.

Night Time Economy Data Observatory Readdress the current Night Time Economy narrative of "risk" by using our annual data report and real-time data sourcing to inform and educate decision-makers i.e Licensing Committees.

Establish a Business Procurement Buying Group to reduce operating costs against volume purchase across Members.

STRONGER BETTER FUTURE

Establishing Nightlife Advisors in every major city across the UK. We are already brokering these positions with 12 major cities across the UK, allowing us to establish a network of representation, shared best practise and a voice nationally and regionally.



Establish NTIA Regional Commissions to represent the night time economy across the UK - under **Nightwatch** which is an inclusive engagement of key stakeholders within the NTE including Landlords, Police, BID's, Developers, and Planning.

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NTIA NIGHT TIME INDUSTRIES ASSOCIATION

NIGHT TIME ECONOMY SUMMIT

FREIGHT ISLAND - MANCHESTER

Thursday 8th February & Friday 9th February 2024

With the hugely successful NTE summit 2023, welcoming 1300 attendees from across the sectors, we are determined to go bigger and better in 2024!

The NTIA in conjunction with GMP, DEFECTED, Ticketmaster, Skiddle, Resident Advisor, LIVE & Vibe Lab will host the second Night Time Economy Summit in Manchester.

Bringing together key speakers and stakeholders in the UK and across the World to discuss some of the current challenges faced by the sector today, as well as sharing best practise and driving initiatives for the future of the sector.

Over two days we will see interviews, pitches, seminars, panels and keynotes from UK and international representatives ranging from Police, local authorities, DJ's, live performers, agents, managers, operators, media, event organisers and Government Officials plus many more...

The Night Time Economy summit is the biggest in the UK & Europe, with our 2022 show bringing together over 1200 delegates.



4 STAGES

KEY STAGES WITH 48 SESSIONS OVER 2 DAYS

2,000

INDUSTRY DELEGATES ACROSS TWO DAYS

200

UK & INTERNATIONAL SPEAKERS

100

INDUSTRY EXHIBITORS & START UPS

Advertising Stand
£1,000 Plus VAT / Two Days

Drink Sponsor Area
£2,000 Plus VAT / 2 Hour Period

Stage Sponsor (4 Stages Available)
£10,000 Plus VAT

Headline Sponsor of the Summit
£40,000 Plus VAT

Contact us Directly for further
information on Contact@ntia.co.uk

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NTIA NIGHT TIME
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NTIA SCOTLAND

Thursday 7th September
NTIAS Micro Summit

NTIA Scotland was established 3 years ago at the start of the pandemic, with over 150 members, and has had considerable impact through forums and its representation within the Scottish Government securing funding for late night businesses at its most difficult time.

We have established a strong voice both politically and publicly as part of the Night Time Economy in Scotland, and we are the go to organisation for the Scottish Government on nightlife.

On Thursday 8th September we will be hosting over 100 businesses for our second Micro Summit in Glasgow at SWG3 with panels and keynotes from many parts of the sector, discussing diversity & inclusion, current operating challenges, promoters as well as legal and political perspectives ahead, with confirmed guests such as Stephen McGowan, Sacha Lord, Donald Mcleod MBE, Carly Heath and more.

Sponsorship Opportunity

Headline Sponsor of the Summit
£5,000 Plus VAT

NTIA WALES

Tuesday 12th September
NTIAW Micro Summit

NTIA Wales was established in the last 2 years with over 100 members, and has had considerable impact through forums and its representation within the Welsh Government securing the withdrawal of Covid Passports and funding through culture and late night grants.

We have established a strong voice both politically and publicly as part of the Hospitality sector, and are the go to organisation for the Welsh Government on nightlife.

On Thursday 15th June we will be hosting over 100 businesses at our first Micro Summit in Cardiff at the Tramshed with panels and keynotes from many parts of the sector, discussing diversity & inclusion, tourism tax, promoters as well as legal and political perspectives ahead, with confirmed guests such as Carly Heath, Tom Giffard MS, plus many more.

Sponsorship Opportunity

Headline Sponsor of the Summit
£5,000 Plus VAT

AMBASSADORS OF THE NIGHT AWARDS

FEBRUARY 2024

Ambassadors of the Night Awards is about celebrating exceptional work within the Night Time Economy.

Each year we give away ten awards which go to people, collectives, companies or stakeholders who have gone above and beyond to make a difference within our industry.

The event has been hosted by a range of DJ's and Artists who will take the audience of just over 250 industry supporters and members through keynotes, performances and award presentations within the iconic Hippodrome Casino Theatre.

Sponsorship Opportunity

Sponsorship of an Individual Award
£1500.00 Plus VAT
Stage & Giveaway Sponsorship
£5,000.00 Plus VAT
Headline Sponsor of the AOTN Awards
£20,000 Plus VAT
(Including Logo on Awards)

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NTIA NIGHT TIME INDUSTRIES ASSOCIATION

INDUSTRY PRIVATE DINNERS

Regional Private Dining experiences create an intimate and personal environment for sponsors to engage and build relationships with key businesses within cities and towns across the country.

Each dinner has over 20 attendees and is hosted by key representatives of the NTIA updating members and non-members on industry news.

Sponsorship Package

- Headline sponsor on all marketing material.
- Introduction & welcome address segment.
- Access to attendee contact list post event.
- Logo on NTIA & Savenightlife events page.
- Sponsorship covers the cost of food & drink.



EVENTS

NETWORKING EVENTS

Networking Events are hosted in regional destinations across the UK.

Each event is hosted by the representatives from the NTIA, and has a range of stakeholders speaking on key local and national Issues, opening to debate.

Each event has over 50 - 100 attendees made up of key operators within the area.

Sponsorship Package

- Headline Sponsor on all marketing material.
- Introduction & welcome address segment.
- Keynote address by sponsor.
- Logo on branding for event & screen presenter.
- Access to attendee contact list post event.
- Logo on NTIA & Savenightlife event page.
- Sponsorship covers the cost of food & refreshments.



SCHEDULED DATES (2023)

Private Dinners

London	July 2023
Edinburgh.	Sept 2023
Liverpool.	Oct 2023
Sheffield.	Nov 2023
Brighton.	Dec 2023

Networking Events

Nottingham	Aug 2023
Glasgow.	Sept 2023
Cardiff	Oct 2023
Leeds	Nov 2023
London	Dec 2023

Sponsorship Opportunity

Host a Networking Event
£3,000 plus VAT

Host an Industry Dinner
£2,000 plus VAT

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NIGHT TIME ECONOMY MANIFESTO AUGUST 2023

As the General Election becomes ever closer, we have been working alongside Philip Kolvin KC on a Night Time Economy Manifesto to present to all Political representatives leading up to the election.

Within this we have created a range of industry insight groups in line with CGA business categories with planned surveys looking at a 360 degree lens of the sector including consumer, operator, owner, employee and contractor.

Within this research we will deliver some key asks in relation to the sector for consideration by each political party.

In support of this Manifesto we will be looking for a sponsor to fund the research element of this paper.

**NTIA Manifesto Sponsorship
£15,000 Plus VAT**

ELECTRONIC MUSIC REPORT FEBRUARY 2024

In February 2023 we delivered the first Electronic Music Report of its kind within the UK.

In conjunction with David Boyle, Audience Strategies we created a significant data set which took into account the economic, community and cultural value of Electronic music within the UK.

In 2024 we will be developing the report to consider the wider scope and impacts of Electronic Music , with an opportunity to look at consumers.

The Report has already had a considerable impact with DCMS on the value of this sector. We are looking for sponsor for this report for 2024

**Headline Sponsor the NTE Report
£20,000 Plus VAT
Endorsements throughout the publication
and media coverage**

NIGHT TIME ECONOMY REPORT FEBRUARY 2024

Following the successful Launch of the Night Time Economy Report in 2021 we continue to grow on its success, benchmarking the industry economic, community and cultural value through Out Of Home Leisure Experience, Night Time Culture Economy and the broader Night Time Economy.

For 2024 we will be working alongside MAKE & CGA Neilson to deliver one of the most ambitious reports to date. We will endeavour to take a deeper dive into socioeconomics, sustainability, equality, behavioural change, geographical impacts and for the first time work on a consumer insight element. The Report will also be presented to the APPG for Night Time Economy

**Headline Sponsor the NTE Report
£20,000 Plus VAT
Endorsements throughout the
publication and media coverage**

NIGHT TIME ECONOMY PURPLE GUIDE

The Purple Guide has been a long standing document delivering best practise and guidance for outdoor event promoters and festival operators with an aim to lift the professionalism and standard of delivery across the sector.

The industry has felt for some time that there should be the equivalent Purple Guide for clubs and venues across the UK.

In conjunction with Operators, industry experts and Key Stakeholders we have moved towards developing the guide.

In order to deliver the guidance document we have enlisted expertise from the original authors of the Purple guide, licensing and planning barristers as well as Risk Management, Security and Crowd control experts to ensure the document is water tight and future proof.

NTIA Purple Guide : Venue & Clubs
£15,000 Plus VAT
In Support of Safety and Legal
consultation

LISTEN FOR LIFE WORLD HEALTH ORGANISATION

Hearing and auditory health is vitally important to musicians and performers and all those working in music rich environments, it allows us all to fully enjoy and immerse ourselves in the sounds we love. Ironically though, serious hearing loss and tinnitus is common-place in the music industry because that sound, although enjoyable, when listened to for long enough or when loud enough can potentially cause injury to our health.

The NTIA "Listen for Life" campaign is the most ambitious auditory health program available, specifically designed for musicians, performers, venues and events. It crucially focuses on the health of everyone working in the entertainment and night time leisure environment, advising on best practice for conservation of hearing health, through education, testing and protection.

Main Sponsor "Listen for Life"
£30,000 Plus VAT Annually
In Support of Education & Awareness
Campaign

GREENER NIGHT TIME ECONOMY

Greener Night Time Economy programme with NTIA & AGF where we benchmark, independently audit and certify the members with an annual kite mark and carbon impact assessment with targets and recommendations for improvements. With an annual "status" report for NTIA about the night time industry's performance for sustainability, with targets for the industry as a whole as well as each business.

The ideal would be to benchmark and set a net zero target for NTIA, for those starting out we will start an NTIA Green training programme bringing the key themes of sustainability and the most relevant case studies and content to the Industry.

Main Sponsor GNTE Prog
£40,000 Plus VAT Annually
In Support of Audit
& Accreditation

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**NTIA NIGHT TIME
INDUSTRIES ASSOCIATION**

SAFEGUARDING NIGHTLIFE

We have joined forces with Safeguarding Nightlife to provide a new approach to safeguarding training and accreditation that defines professional standards of night time operations and provides educational pathways to meet these standards.

Through a consortium of partners Safeguarding Nightlife Accreditation programme aims to unite industry specialists to create a continuous life-cycle within which standards, education, assessment, benchmarking and engagement meet the defined needs of customers and staff.

We do this through a combination of direct engagement and harm reduction strategies in 10 key focus areas of a Night Safe Champion.



NIGHTSAFE CHAMPION

The Night Safe Champion is a Welfare Engagement Officer role created to directly support people who find themselves in a position of vulnerability in a late night venue.

The programme has been built around the direct needs and challenges of our customers and workforce with great consideration given to the unique dynamic of our night time environment.

The Night Safe Champion will be the central interface of support and guidance between customers, workforce, security and regulators.

The role and responsibilities have been set to ensure direct support is available when people need it the most.

INVEST IN THE FUTURE OF THE NTIA ORGANISATION

Option (1) Influence

The NTIA has emerged as a prominent advocate for the night-time economy, exerting influence in both public and political spheres.

To sustain and expand our impact on policy decisions, we require the industry's ongoing support for our current initiatives. We have dedicated significant efforts to shaping policy through political channels, enlightening regional and national policymakers, and playing a pivotal role in effecting policy changes to address sector challenges.

Now, our focus is on establishing a robust infrastructure to support our communities and acknowledging the collective strength we represent.

Partnership Opportunity
£50,000 Plus VAT Annually
***Building Community Infrastructure**

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Option (2) Evolution

The next 5 - 10 years will be critical for our sector and will require changes in legislation, political representation both regionally and nationally, and a change in current narrative through education and a meaningful framework.

To truly evolve our industry, decision-makers and stakeholders who hold us with little regard or value, and sustain a risk narrative around our industry, must be challenged, and we must be given the ability to invest in expertise, political will and a dominant public persona.

The investment in evolution will start in our legislation and guidance where decisions are consistently subject to bias and risk narrative, so we can build towards stronger representation and influence.

Partnership Opportunity
£75,000 Plus VAT Annually
***Building Infrastructure , Resource and Expertise**

Option (3) Revolution

Investment in growth, people, inclusivity, sustainability, standards, political engagement and cultural change comes with a conscious decision to challenge the legislative and guidance frameworks and the current industry narrative.

We must work towards evolving the current rhetoric around our sector through our expertise, education, attitude and approach. Investment in the future of our sector comes with real-time data observatories, global market comparisons and an integrated NTE Strategy.

The development of an ethical investment strategy generating freeholders, from current leaseholders, leading to stronger industry foundation, .

Aligned with regional representation in NTE Advisors & Commissions across the UK, our organisation will embrace the future of our industry.

Partnership Opportunity
£100,000 Plus VAT Annually
***Investing in the future of our sector**

THE PEOPLE BEHIND THE MOVEMENT

NTIA

Membership

Standard Member

Standard Plus Plan

Individual Plan

Supplier Plan

Business Improvement District

Custom Plan

Sponsor & Partnerships



Michael Kill CEO NTIA CHAIR UKDSA

As CEO of the NTIA, Michael is a national figurehead for the UK's night time industries, a role that's proven especially significant in the wake of Covid-19.

Throughout this period, Michael has relentlessly pushed for recognition and stability for the night time economy, challenging government policy and lobbying for long-term reform while simultaneously supporting businesses. Such successes have ensured Michael is well positioned to mediate between stakeholders, authorities and communities, which has proven effective on instigating change on regional, national and international levels.



Silvana Kill Operations Director NTIA / UKDSA

With over 25 years working within the late night entertainment industry, Silvana is integral to the NTIA, working behind the scenes to build the association's operational infrastructure and the management and member lifecycle.

Silvana has a deep cross-cultural knowledge of the industry, with a proven history of inspiring both individuals and businesses through impactful experiences and creative collaborations.

Silvana also advocates heavily for Diversity, Inclusion and Wellbeing within the workplace, in particular, tackling gender imbalance and normalisation.