

# #21toWatch

#21toWatch is an annual campaign to spotlight and celebrate the world-class science and technology entrepreneurs, startups and ground-breaking innovation from across Cambridgeshire and the East of England.

The #21toWatch list, made up of the people, the companies and the 'things', is collated throughout the year. With such diversity and ingenuity amongst the #21toWatch cohort, the attributes each submission is assessed on are Innovation, Challenge, Influence, Viability and Memorability.

The longlists are updated on a rolling basis, with a nomination window open until mid-January each year (13th January 2025), the shortlist is announced at the start of February, with the annual #21toWatch Top.21 unveiled in a unique event the first Thursday in March - in 2025 the event will be on Thursday 6th March.

Many on our list (not just the Top21!) have gone on to achieve great things, including enhanced promotions, additional investment, new clients and a variety of other opportunities.



Our sponsors and partners also view the cofinitive #21toWatch campaign as a key investment for them as they support new ventures and opportunities - many use the longlist as a business development opportunity that has credibility that they can utilise.

90%

of attendees made good connections

85%

of attendees planned to follow up with all or a few of the Top.21

67%

of attendees believed they would secure new business immediately after the event

In 2024 we were proud to be supported by the following companies and organisations:



If you would like to be part of the campaign, contact us to sponsor today

[21toWatch@cofinitive.com](mailto:21toWatch@cofinitive.com)

# Sponsor benefits

A select number of companies will be specially invited to sponsor the Top.21 event, giving them pride of place at the event, and the opportunity to meet and build relationships with the Top.21.



## Benefits to sponsors include:

- **Logo placement** on #21toWatch microsite
- **Extensive coverage** of sponsors across cofinitive's social media channels from sign up until April 2025
- **Inclusion in press coverage** of the campaign and event from sign up until April 2025
- **Logo placement** on media wall and screens at Top.21 #21toWatch event
- **2 x tickets** to the Top.21 #21toWatch event
- **Logo inclusion** in videos of event
- **Opportunity to provide a workshop or 1-1 session** with the Top.21
- **First refusal** for inclusion as sponsors of 2026 campaign and event

The cost to each sponsor is a fixed fee of **£975**.

To confirm your participation please complete the form below and return it to your cofinitive contact or email it to

[21toWatch@cofinitive.com](mailto:21toWatch@cofinitive.com)

*“Great companies, great networking, great format”*

*“Fantastic forum supporting the regional entrepreneurship ecosystem”*



**100%**  
of attendees  
would come  
again

**cofinitive**  
communications

I/We agree to sponsor the 2024/25 #21toWatch programme for a fixed fee of £975 + VAT.

Name	Company
Title	
Email	
Finance Contact (if different from the above)	
Address	
PO Number as relevant	Payment terms are 15 days from the date of invoice