



# FUNDRAISING CONVENTION 2017

## ENGAGEMENT OPPORTUNITIES

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Europe's largest and most attended fundraising event is coming back to the Barbican again in 2017.

Fundraising Convention continues to deliver high quality, up-to-date guidance from leading sector figures that inspires fundraisers to successfully connect donors to causes they care about.

This year, Convention focuses on achieving fundraising excellence and weaves a theme of wellness and resilience through the programme with breakout sessions and pop up spaces that enable fundraisers to connect with themselves and with fellow attendees.

The Barbican offers stunning opportunities for organisations wishing to lift their presence using an array of first class private meeting and seminar rooms, a cinema, private lounges and even a glass-roofed conservatory to compliment the state-of-the-art Barbican Hall. Brand awareness is guaranteed through the five month marketing schedule to leverage your company through our network and audience attitudinal loyalty.

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**Headline Sponsor**

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**Track Sponsorship**

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**Product Sponsorship**

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**Wi-Fi Access Sponsorship**

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**Lunchtime Workshop**

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**Invitation-only VIP Breakfasts & Lunch**

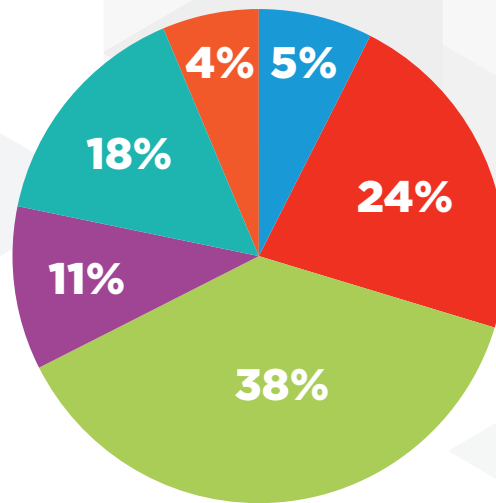
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**Exhibiting & Advertising**

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## 2016: KEY INFORMATION

- CEOs | 96
- Directors | 432
- Heads | 264
- Managers | 912
- Officers
- Assistants



**OVER 450  
CHARITIES**

**2400  
ATTENDEES**



**38 HOURS OF  
NETWORKING  
OPPORTUNITIES**

# KEY SPONSOR BENEFITS

## PRE-EVENT

	HEADLINE	TRACK	PRODUCT	WORKSHOPS	LUNCH	WIFI	LOUNGE	POP UP GAMES	BURSARIES
<b>Email marketing - 14,000 warm recipients</b>									
<i>Exclusive headline story</i>	✓	-	-	-	-	-	-	-	-
<i>Featured logo &amp; messaging</i>	✓	-	-	-	-	-	-	-	-
<i>Logo</i>	-	✓	✓	✓	✓	✓	✓	✓	✓
<b>Social Media - 61,000 followers</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Convention website - 25,000 viewers</b>	200 word profile, logo and messaging	100 word profile, logo	100 word profile, logo	100 word profile, logo	100 word profile, logo	100 word profile, logo	100 word profile, logo	100 word profile, logo	100 word profile, logo

## DURING EVENT

	HEADLINE	TRACK	PRODUCT	WORKSHOPS	LUNCH	WIFI	LOUNGE	POP UP GAMES	BURSARIES
<b>On site branding</b>									
<i>Room branding</i>	Plenary room and all session holding slides	✓	-	✓	✓	-	✓	✓	-
<i>Chair thank you</i>	Plenary	✓	-	-	-	-	-	-	-
<i>Signage</i>	Headline	✓	-	✓	-	✓	✓	✓	-
<b>Convention App</b>	1 x push notification/day, 1 x rotating sponsor banner, Sponsor Icon, Plenary session branding, Twitter hashtag, Feature listing	Track session sponsor, Twitter, Listing	Twitter, Listing	Workshop session sponsor, Twitter, Listing	Listing	Listing	1 x rotating sponsor banner, Twitter, Listing	Twitter, Listing	Listing
<b>Convention Programme</b>	2 x full page adverts, 200 word profile, premium logo	1 x full page ad, 100 word profile	1 x full page ad, 100 word profile	1 x full page ad, 100 word profile	1 x full page ad, 100 word profile	1 x full page ad, 100 word profile	1 x full page ad, 100 word profile	1 x full page ad, 100 word profile	1 x full page ad, 100 word profile
<b>3 Day Passes</b>	10	3	3	3	3	3	3	2	2

## POST-EVENT

	HEADLINE	TRACK	PRODUCT	WORKSHOPS	LUNCH	WIFI	LOUNGE	POP UP GAMES	BURSARIES
<b>Thank you email</b>	✓	-	-	-	-	-	-	-	-
<b>Social media</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓

Arrange to meet with existing and prospective clients via the Convention App

Corporate Supporter members enjoy a 10% discount on all exhibitor and sponsorship packages. Find out more about membership here

## HEADLINE SPONSOR

- 5 minute introduction to a Plenary Session
- 1 x lunchtime workshop for up to 100 attendees
- Sponsorship of a Track of your choice
- 1 x invite-only VIP lunch for up to 20 guests
- Invitations to CEO/Trustees drinks reception
- 1 x large exhibitor space

Headline Sponsorship of the Fundraising Convention demonstrates commitment to the sector and offers the highest form of visibility at the biggest fundraising event in Europe.

The Institute's Marketing, Events and Partnerships teams will work closely with you to activate your brand seamlessly at Convention.

Marketing and on site activity will be tailored with you but can include elements outlined on the sponsor benefit grid.

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**Rate: £40,000 + VAT**

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## CONVENTION TRACK SPONSORSHIP

Convention sessions are grouped into nine content tracks, covering key fundraising themes and issues.

This year, sponsors of two premium tracks will have exclusive ownership of one of two function lounges to raise their profile and meet delegates as they attend sessions.

- Digital Fundraising – Premium track
- Individual Giving – Premium track
- Partnerships
- Philanthropy
- Community, Events and Volunteers
- Personal Effectiveness
- Bigger Picture
- Legacy Fundraising
- Trusts and Statutory

Sponsorship of a conference track includes:

- Opportunity to give a short introduction before 2 x sessions each day in sponsored track
- Your branding displayed in the relevant session rooms (2 x pop-up banners)

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**Premium Track Rate: £7,500 + VAT**

**Non-premium Track Rate: £6,000 + VAT**

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## PRODUCT SPONSORSHIP

Create positive publicity for your brand by supporting Convention through product sponsorship:

- Convention 'Recovery Kit' – A fun opportunity to help delegates put their best foot forward. Sponsoring the Recovery Kit gives you the opportunity to put together a small package of essentials of your choosing that is inserted into each delegate bag ( i.e. mints/bar of chocolate, painkillers, small bottled water etc.)
- New for 2017!
  - Water sponsorship – Branded waterbottles and water refill points highlight your good citizen credentials while creating informal 'watercooler' networking opportunities.
  - Pedometers – Convention is busy, and there's an awful lot of ground to cover. Help turn this into a positive for delegates by making their strides count. Gamification is possible through the Convention App to increase your engagement with attendees.
- Delegate Bag Sponsorship – A key opportunity to align your brand with Convention as delegate bags are given to all attendees at Registration and are used throughout.
- Volunteer T-Shirt Sponsorship - A t-shirt design of your choice worn across 3 days by our 60 Convention volunteers. Volunteers are an integral front-facing part of Convention, helping with registration, stewarding, session administration and much more besides.
- Lanyard sponsorship – Your logo alongside the IoF logo for close brand alignment. Lanyards are issued to all delegates with their delegate badge and are a key exposure opportunity

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**Rate: £5,500 + VAT**

**NB: cost of production covered by sponsor**

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## WI-FI SPONSORSHIP

A dedicated Wi-Fi network will be available to all attendees at Convention.

A bespoke user password will be allocated and this can be tailored to incorporate a brand or message subject to IoF approval and length limitations.

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**Rate: £3,500 + VAT**

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## SPONSORED LUNCHTIME WORKSHOPS (UP TO 3 OPPORTUNITIES)

Hosting a workshop provides you with an excellent platform to showcase your knowledge, skills and product to a broad range of delegates

- The IoF will work with you to create a workshop by combining our knowledge and your expertise to design a relevant event of interest to delegates.
- The workshop will last for approximately 40 minutes
- Your workshop will be promoted as Convention content
- Your workshop will be able to accommodate approximately 100 people

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**Rate: £5,500 + VAT**

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## INVITATION-ONLY VIP BREAKFASTS & LUNCHES

These are senior-level, invitation-only events that will provide an opportunity to debate with selected individuals some of the most pressing issues in the fundraising landscape in comfort of a private room.

- The IoF will work with you to identify up to 20 key targets and invite these people to an exclusive lunch/breakfast hosted by you
- The content for the discussion will be agreed with you
- The IoF will manage the RSVPs
- The IoF will provide a dedicated room exclusively for your event
- The IoF will provide lunch/breakfast for all attendees
- Your lunch/breakfast will take place at an agreed time and date during the conference (approx 1 hour 15 minutes)
- You will provide a member of staff to help with the organisation of the event on the day and/or a social media volunteer if required

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**Rate: £5,500 + VAT**

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## NETWORKING

### Hospitality lounge

Exclusive use of the Hospitality Lounge. A space for all attendees to meet, relax and work.

How you use the lounge is entirely up to you but there is the possibility to keep the space open until midnight on each night of Convention and an alcohol license is available.

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**Rate: £5,500 + VAT**

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### Pop up games

As part of the wellness theme being woven through Convention this year delegates are invited to take part in informal networking at various pop up giant games areas.

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**Rate: £2,500 + VAT**

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## SPONSORED BURSARIES

IoF events are content rich and very highly regarded but not all charities can afford to send delegates.

Sponsoring Convention bursaries allows you to work with the IoF to identify delegates matching pre-agreed criteria to come to the event and often marks the beginning of strong relationships with the recipient charities.

All bursary places will be offered to the sponsor at IoF Individual member rates.

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**Rate: £ 2,200 plus cost of delegate pass**

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## EXHIBITOR STAND

Exhibiting gives you a base to sell your product, generate leads, enhance your brand image and meet existing clients over three days

- 1 x small/medium/large exhibition area
- 1 x covered table and 2 chairs
- 1 x 4 amp power socket
- Internet access via venue WIFI
- 100 word company profile, logo, contact details and Twitter tag in delegate programme, App and website
- Up to 3 x 3 day transferable, non-residential exhibitor passes depending on size of stand
- Password access to the sponsor/exhibitor area of the website to post latest news and offers for delegates, logo, contact details

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**Rate: £5,500 + VAT**

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## ADVERTISING

Ensure you have brand presence by advertising in the Fundraising Convention brochure – given to all 2, 400 delegates

Leaflets and promotional pieces can also be shared at Fundraising Convention to raise your profile.

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**Full page colour advert  
£1,500 + VAT**

**Half page landscape colour advert  
£1,000 + VAT**

**Delegate bag inserts (literature or promotional product)  
£1,000 + VAT**

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