

Regular Giving and Legacies 2023

Manchester, United Kingdom | November 28 - 29, 2023

SPONSORSHIP OPPORTUNITIES

In the last 5 years, regular giving and legacy professionals have grappled with the implementation of GDPR, a global pandemic, the worst cost of living crisis for decades and a global decline in donor numbers. At this year's conference, the programme will explore why it's not all doom and gloom, and why now more than ever professionals should be celebrating the importance of regular and legacy giving within their institutions.

Exploring the impact of regular and legacy giving within the sector, participants will leave with everything needed to be the biggest advocate for that programme. The conference will look at industry insights to provide professionals with the knowledge and statistics to demonstrate the importance of regular and legacy giving and why it has never been more important to invest in these programmes.

Sessions will cover the fundamentals of regular giving and legacy programmes and look at best practice across the sector and what can be learnt from the charity sector. Delegates will leave with the confidence to make the regular and legacy giving programme their own. There will also be practical sessions for all levels, with takeaways and templates ready for use when back to the office, regardless of the size of the team or budget.

Delegates will leave feeling inspired and ready to tackle their programme in 2024 – and with a notebook full of ideas, templates ready to use, and an inbox full of connection requests.

Venue:

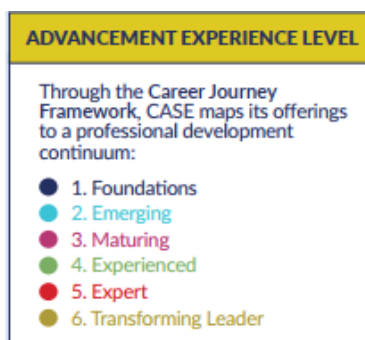
DoubleTree by Hilton Manchester Piccadilly
One Piccadilly Place, 1 Auburn Street, Manchester, M1 3DG

Programme:

The conference programme will be available soon via this link: <https://www.case.org/conferences-training/regular-giving-and-legacies-2023>

Audience:

60-65 delegates, from experience levels 1-4



Chairs:

Emma Simpson, Head of Regular Giving, London School of Economics and Political Science (LSE)

Emma has worked in higher education fundraising for almost ten years and is currently Head of Regular Giving at London School of Economics. Prior to this, Emma worked within Oxford University, most recently as Deputy Director of Development at St Catherine's College. She's passionate about the transformative effect of education and how regular giving can help institutions achieve this.

Anna Wall, Head of Regular Giving and Legacy Giving, Imperial College London

Anna has worked in both the charity sector and higher education fundraising for more than 17 years and currently oversees Imperial College London's regular giving and legacy giving programmes. Anna has successfully built and grown legacy programmes in a number of organisations and more recently, has developed expertise in regular giving and mid-value fundraising at Imperial. Her specialisms are multi-channel donor acquisition, upgrade and stewardship to the few and to the many, across all levels of giving. She also has broad experience in face-to-face fundraising, direct mail and telephone fundraising, supporter journey, database management, events and long-term strategic planning for fundraising programmes. Anna is also accustomed to working with colleagues across all areas of Advancement including fundraising and alumni relations to maximise opportunities for collaboration and a donor centric approach to fundraising.

SPONSORSHIP OPPORTUNITIES

| | Ed. Partner | Non-Ed. Partner |
|----------------------------|--------------------|------------------------|
| Main sponsor (Exclusive) | £ 3,000 + VAT | £ 3,600 + VAT |
| Dinner sponsor (Exclusive) | £ 2,450 + VAT | £ 2,940 + VAT |
| Exhibition space + session | £ 2,100 + VAT | £ 2,520 + VAT |
| Session + app banner | £ 1,550 + VAT | £ 1,860 + VAT |
| Roundtable | £ 1,200 + VAT | £ 1,440 + VAT |
| Exhibitor | £ 1,550 + VAT | £ 1,860 + VAT |
| Branded lanyards | £ 1,150 + VAT | £ 1,380 + VAT |

If you would like to book more than one sponsorship item, we will be open to negotiate a special rate.

Main sponsor (exclusive)

Benefits:

- One 45-min break-out session
- One 15-min product/service demo session
- Acknowledgement by conference chairs as main sponsor during opening and closing remarks
- Company logo (with link) on conference website acknowledged as main sponsor
- Company marketing literature / goodie seat drop at the opening session (material provided by the company)
- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- 03 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Dinner sponsor (exclusive)

Benefits:

- One 45-min break-out session

- 5min speech during dinner
- Acknowledgement by conference chairs during opening and closing remarks as sponsor
- Company logo (with link) on conference website acknowledged as sponsor
- Company marketing literature / goodie seat drop at dinner (material provided by the company)
- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- 02 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Exhibition space + session

Benefits:

- One 45-min break-out session
- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- Acknowledgement by conference chairs during opening and closing remarks
- Company logo (with link) on conference website acknowledged as exhibitor
- 02 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Session + app banner

Benefits:

- One 45-min break-out session
- Acknowledgement by conference chairs during opening remarks
- Company logo (with link) on conference website acknowledged as sponsor
- 01 complimentary delegate passes
- Company logo and text in the app
- Delegate list
- Main page sticky banner or Subpage banner – schedule page (app) (banner details below)

Roundtable

Benefits:

- One 45-min roundtable
- Acknowledgement by conference chairs during opening remarks
- Company logo (with link) on conference website acknowledged as sponsor
- 01 complimentary delegate pass
- Company logo and text in the app
- Delegate list

Exhibition space

Benefits:

- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- Acknowledgement by conference chairs during opening remarks
- Company logo (with link) on conference website acknowledged as sponsor
- 02 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Branded lanyards

- Logo branding on lanyards for delegates (to be produced by CASE), with colour of choice to suit company logo
- Company logo (with link) on conference website acknowledged as sponsor
- 01 complimentary delegate pass
- Company logo and text in app
- Delegate list

Information needed from all sponsors:

| | |
|----------------------|---|
| Company logo | In .jpg or .png; one with transparent background |
| Company info for app | <ul style="list-style-type: none">- Website- Twitter, Instagram, LinkedIn handles- Text about the company (150 words) |
| Delegate names | <ul style="list-style-type: none">- Delegate names- Delegate job title- Delegate email |

Additional information needed from *sponsors that will have a session or a roundtable*:

| | |
|--------------|--|
| Session info | <ul style="list-style-type: none">- Session/roundtable title- Session/roundtable description (max 150 words)- Session/roundtable speaker(s) with name, job title, institution- Speaker(s) short bio and picture |
|--------------|--|

Banner details:

Main page sticky banner

- Company banner at the bottom of the main app page (landing)
- Always visible and remains stationary while scrolling on the main screen
- Can link to a website
- Logo to be provided in the following format:

| | |
|---|---|
| 1 | 2,048 pixels wide x 200-500 pixels high |
| 2 | 1,536 pixels wide x 150-400 pixels high |

Subpage banner – schedule page (app)

- Company banner at the schedule page
- Can link to a website
- Logo to be provided in the following format:

| | |
|---|--|
| 1 | 7:1 aspect ratio, 1,080 pixels wide x 152 pixels high |
| 2 | 9:1 aspect ratio, 1,920 pixels wide x 225 pixels high |
| 3 | 11:1 aspect ratio, 2,048 pixels wide x 180 pixels high |
| 4 | 13:1 aspect ratio, 1,920 pixels wide x 152 pixels high |

How to book your sponsorship

Please get in touch with Cristina Marochi (cmarochi@case.org) informing the item(s) you would like to book. A contract will be prepared and your sponsorship will be confirmed once it is signed.