



CASE Development for Academic Leaders 2020

Support proposal

5 March 2020

Wellcome Collection, London

Philanthropy can play a critical role in helping our institutions to survive and thrive at a time of turbulence. Academic engagement and leadership are vital if a culture of philanthropy is to flourish.

This one-day programme offers a unique opportunity for development professionals and academic leads to attend together and be introduced to the rich history and impact of philanthropy in higher education. It will provide practical guidance on how academics can play a vital role in helping to raise close friends and significant funds to support their important work.

Why attend:

- Get practical information for use in fulfilling your fundraising role as an academic leader
- Collaborate with colleagues and faculty on techniques to implement at your institution
- Hear directly from individuals, foundations and corporate donors about their motivations and experience of giving to universities
- Discover the winning partnership that can be achieved between academics and their development teams
- Network with your peers

Audience: 30 senior level professionals (Directors of Development, Deans and PVCs) from UK institutions.

Programme: the detailed programme can be found at <https://www.case.org/events/development-academic-leaders>

Chairs:

Anya Hurlbert, Professor of Visual Neuroscience and Dean of Advancement, Newcastle University
Teri Wishart, Director of NU Advancement, Newcastle University

Support opportunities

We are open to discuss special arrangements involving more than one sponsorship item

Type of support

	<u>Educational Partner</u>	<u>Non-educational partner</u>
Principal Sponsor (exclusive)	£3,500 + VAT	£ 4,200 + VAT
Refreshment Breaks and Lunch Sponsors	£2,300 + VAT	£2,760 + VAT
Drinks reception	£1,800 + VAT	£2,160 + VAT
Branded lanyards sponsor	£1,000 + VAT	£1,200 + VAT
A4 advertisement on material (external back cover)	£800 + VAT	£960 + VAT
A4 advertisement on material (internal back cover)	£650 + VAT	£780 + VAT

A4 advertisement on material (internal page)	£500 + VAT	£600 + VAT
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What is included in the support packages:

Principal sponsor

- Exclusivity
- Acknowledgement by the conference Chair during the welcome and closing remarks as the principal sponsor
- Company logo on all print and digital conference materials acknowledged as Principal Sponsor
- Acknowledgement of company logo (with link) on conference website
- Inclusion of company literature (A4 size) in the delegate binder (art to be sent by sponsor)
- Company marketing literature/goodie seat drop at the opening breakout sessions
- Two complimentary delegate registration passes
- List of delegates that have given permission to have details shared

Refreshment breaks and lunch sponsor

- Exclusivity
- Acknowledgement by the conference Chair during the welcome and closing remarks as the Refreshment Breaks & Lunch Sponsor
- Company logo on all print and digital conference materials acknowledged as Refreshment Breaks & Lunch Sponsor
- Tent cards on refreshment breaks & lunch tables acknowledged as Refreshment Breaks & Lunch Sponsor
- Acknowledgement of company logo (with link) on conference website
- Company marketing literature/goodie seat drop on the first day lunch
- Two complimentary delegate registration passes
- List of delegates that have given permission to have details shared

Drinks reception

- Exclusivity
- It will be held from 16h30-17h30, immediately after the programme, in the same venue
- Acknowledgement by the conference Chair during the welcome and closing remarks as the drinks reception sponsor
- Company logo (with link) on conference website
- Two complimentary delegate registration passes
- Inclusion of company text (max 150 words) and logo in the delegate binder (artwork/text to be provided by sponsor)
- GDPR compliant list of delegates that have given permission to have details shared

Branded lanyards sponsor

- Logo branding on delegate lanyards; colour of choice to suit your company logo
- To be produced by CASE

A4 advertisement on material

- Inclusion of company advertisement (A4 digital size) in the delegate binder (artwork to be provided by the sponsor before the 10th January) (pdf file, 3mm bleed)
- 3 options available: external back cover; internal back cover; internal page