



Council for Advancement and Support of Education

CASE Major Gifts and Asking Workshop Support Proposal

24-25 March 2019

Birmingham, UK

This two-day event is split into two parts: one day focusing on the fundamentals of major gifts, and the second on the practical element of how to 'make the ask'. New this year is a 'dual track' programme catered for both those with up to 3 years' experience, and those with 3 year+.

So, whether you are making your first steps into a career in fundraising or are a seasoned professional looking to raise your sights and gifts to the next level, this programme is for you.

The detailed programme can be found at [here](#).

Location: The Studio, Birmingham, 7 Cannon St., B2 5EP

Audience: 40 professionals from European institutions. 2 audience levels: 0-3 years' experience and 3+ years' experience.

Chairs and faculty:

Mary Haworth, Director of Development and Alumni Engagement, University of York (co-chair)

Gavin Maggs, Director of Development & Alumni Relations, University of Bath (co-chair)

Annarosa Muscatelli, Philanthropy Manager (Health), University College London

Support opportunities

We are open to discussions regarding combined support involving 2 or more items.

	<u>Type of support</u>	
	<u>Educational Partner</u>	<u>Non-educational partner</u>
Principal Sponsor (exclusive)	£3,000 + VAT	£3,600 + VAT
Refreshment breaks and lunches sponsor	£2,000 + VAT	£2,400 + VAT
Dinner sponsor	£1,500 + VAT	£1,800 + VAT
Exhibitor (3 available)	£1,000 + VAT	£1,200 + VAT
Branded lanyards sponsor	£800+VAT	£960 + VAT



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A4 advertisement on material (<i>external back cover</i>)	£650 + VAT	£780 + VAT
A4 advertisement on material (<i>internal back cover</i>)	£450 + VAT	£540 + VAT
A4 advertisement on material (<i>internal page</i>)	£350 + VAT	£420 + VAT
Material/goodie seat drop	£200 + VAT	£240 + VAT

What is included in the support packages:

Principal sponsor

- Exclusivity
- Acknowledgement by the conference chairs during the welcome and closing remarks as principal sponsor
- Company logo on all print and digital conference materials acknowledged as principal sponsor
- Company logo (with link) on conference website
- Inclusion of company literature (A4 size) in the delegate binder (pdf to be received 15 days before the event)
- Company marketing literature/goodie seat drop at the opening session
- Two complimentary delegate registration passes
- One table for exhibition use
- List of delegates that have given permission to have details shared

Refreshment Breaks and Lunch Sponsor

- Acknowledgement by the conference chairs during the welcome and closing remarks as 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 acknowledging refreshment breaks & lunch sponsorship
- Company logo (with link) on conference website
- Company marketing literature/goodie seat drop on the first day lunch
- One complimentary delegate registration pass

Dinner sponsor

- Company logo (with link) on conference website
- Acknowledgment by conference chairs before dinner
- 5min speech before dinner
- One complimentary delegate pass



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Exhibitor (3 available)

- One table for exhibition use
- One complimentary delegate registration pass
- List of delegates that have given permission to have details shared
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Branded lanyards sponsor

- Logo branding on delegate lanyards; colour of choice to suit your company logo
- To be produced by CASE
- Acknowledgement of company logo (with link) on conference website

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* (please see cost difference on table above)

Material/goodie seat drop

- 1x material/goodie seat drop at the main room
- Item(s) to be provided by the company and to be sent directly to the venue