



CASE Nordic Summit 2020

Support proposal

02-03 April 2020

Aalto University, Espoo, Finland

Following the sold out and hugely praised CASE Nordic Summit 2019, this year's Summit will provide alumni relations, fundraising and marketing & communications professionals working in universities and schools with the insights, tools, and networks needed to succeed in the Nordic region and surrounding areas.

Over the two days of inspiring sessions, interactive workshops, and networking, you will hear from peers and sector experts to enable you to tap into the strategies and best practices of neighbour institutions.

On the 1st April, there will be an additional activity – the *Workshop on High-Performance Major Gifts Fundraising*, for all levels. Attendance at this workshop is booked separately.

Audience:

90 professionals from the Nordic region, United States, Middle East and the rest of Europe, in a mixed level of attendees - all of whom looking to grow their advancement functions.

The detailed programme can be found at <https://www.case.org/events/case-nordic-summit-2020>

Venue:

Aalto University, 02150 Espoo, Finland

Planning Committee:

Barbro Kolbjørnsrud, Senior Adviser, Innovation and Outreach, BI Norwegian Business School

Teppo Heiskanen, Director, Advancement and Corporate Engagement, Aalto University

Line Axelsen, Alumni Development Manager, Aarhus University, School of Business and Social Sciences (BSS), Denmark

Helene Brøndholt Nielsen, Head of Alumni Relations and Career Services, Copenhagen Business School

Birgitta Rorsman, Senior Development Officer, Chalmers University of Technology

Support opportunities

Conference 2-3 April

Type of support

	Educational partner	Non-educational partner
Principal Sponsor (exclusive)	£5,000 + 24%VAT	£6,000 + 24%VAT
Track sponsor (exclusive) (per track)	£650 + 24%VAT	£780 + 24%VAT
Refreshment Breaks and Lunch Sponsors	£2,000 + 24%VAT	£ 2,400 + 24%VAT
Exhibitor (05 available)	£1,800 + 24%VAT	£ 2,160 + 24%VAT
A4 advertisement on material (<i>external back cover</i>)	£500 + 24%VAT	£600 + 24%VAT
A4 advertisement on material (<i>internal back cover</i>)	£400 + 24%VAT	£480 + 24%VAT
A4 advertisement on material (<i>internal page</i>)	£350 + 24%VAT	£420 + 24%VAT

What is included in the support packages:

Principal sponsor

- Exclusivity
- Acknowledgement by the conference Chair during the welcome and closing remarks as Principal Sponsor
- Company logo on all print and digital conference materials acknowledged as Principal Sponsor
- Company text (max 150 words) included in the delegate binder under “sponsors”
- 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

Track sponsor

Marketing

Fundraising

Alumni
Relations

Strategy

Communications

- **Tracks available:** Marketing, Strategy and Communications
- Exclusivity in the track
- Company logo on print material and website acknowledged as Track Sponsor
- Company text (max 150 words) included in the delegate binder under “sponsor”

Refreshment Breaks and Lunch Sponsor

- Acknowledgement by the conference Chair 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 acknowledged as Refreshment Breaks & Lunch Sponsor
- Company text (max 150 words) included in the delegate binder under “exhibitors”
- Company marketing literature/goodie seat drop on the first day lunch.
- One complimentary delegate registration pass

Exhibitor

- One table for exhibition use
- Two complimentary delegate registration passes
- Company text (max 150 words) included in the delegate binder under “exhibitors”

A4 advertisement on material

- Inclusion of company advertisement (A4 digital size, colour) in the delegate binder (artwork to be provided by the sponsor 15 days before the event) (pdf file, 3mm bleed)
- 3 options available: *external back cover*; *internal back cover*; *internal page* (please see cost difference on table above)

If you have questions or if you would like to book an item, please contact Cristina Marochi (cmarochi@case.org or +44 (0) 20 7448 9953).