



2020 SPONSORSHIP PACKAGES

Registered Charity Number: 1153226

CHARITY
IT LEADERS

About us

We are the premier professional networking group for technology and information leadership within the UK charity sector. Conceived of and run by practitioners and leaders of major UK charities, we provide our members with opportunities for networking, knowledge sharing, and professional development to help them unlock the potential of digital, data and technology within their organisations.

Our unique and inclusive community is made up of professionals at every level in the charity sector, including senior, technical, digital, data, service management, and project specialists.

Our aim is to support the full spectrum of IT leaders as they develop throughout their careers and to use our collective skills, knowledge, and experience to help build future generations of charity IT leaders.

Our in-person and online resources include our popular annual conference, quarterly members' meetings, communities of interest, specialist masterclasses, and topical dinners.

The Charity IT Leaders Conference was established in 2000 and it is now widely recognised as the 'go-to' event for technology and information leaders within the charity sector.

This annual, multi-day event gives our members opportunities to share knowledge, discuss changes and challenges within the industry, to network with colleagues within the charity sector, and meet thought leaders not only from the digital, data and technology domains, but also across business sectors.

Since 2000, we have seen our community grow to over 100 member organisations with more than 200 active participants at our events and online community. In recent years, we have seen engagement across a broad spectrum of charities, from household brands to smaller organisations, each with their own valuable mission that strives to make the world a better place.



100
Organisations



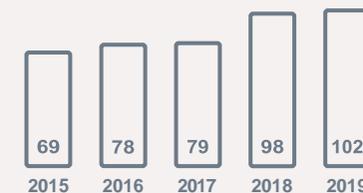
200
Active Members



60%
Top 50 Charities*



20
Years of Growth



Organisations

*Charity Financials Banking Spotlight 2018



Introducing our Chair



Welcome to the 2020 Charity IT Leaders Sponsorship Brochure.

Building on the success of the new packages that we launched last year, we're looking forward to further developing relationships with existing sponsors, and initiating long-term, meaningful partnerships with new sponsors. It's our continuing ambition to work in a genuine partnership with our sponsors to deliver initiatives and activities that offer maximum benefits for our members, our sponsors, and Charity IT Leaders.

Our different tiers of sponsorship across a range of prices, enable organisations to engage with us at the level that's right for you. Whether you want to enjoy the networking opportunities of our Annual Conference, or are looking to connect with our members across the year, or want to develop some bespoke activities outside of the packages, we're certain we have the right option for you.

So why would you choose Charity IT Leaders as your sponsorship partner? Well, we're a unique entity in our sector, being the only organisation run by our members, for our members.

The successful delivery of our charitable aims enables our members to deliver the very best IT, digital and technological infrastructures, and have a greater impact on our beneficiaries. So, by working with us, you're reaching out to over 5 million beneficiaries of charities across the UK.

That's why we seek sponsors who can add value to our group and help promote the use of technology, data and digital within our sector.

As a charity ourselves, we don't aim to make a profit and all the revenue from our sponsorship goes towards helping us deliver our key charitable objective. You may also be able to use sponsorship as part of your CSR programme.

As Charity IT Leaders partner, you will have access to quality conversations with key IT leaders, influencers and decision-makers across the NFP sector. You'll also have opportunities to engage with the emerging leaders and influencers, helping you to build networks for the future as well as today.

We welcome conversations about opportunities to work together, so please do get in touch. Our Business Manager, Tree Hall, would be delighted to hear from you at tree.hall@charityitleaders.org.uk

I very much look forward to working with you.

Chair of Trustees

Covid-19: Charity IT Leaders is continuing to play a crucial role in supporting our members through the challenges of the global pandemic. Your support is even more vital in enabling us to do that effectively. We are working with sponsors and members to deliver engagement opportunities in creative ways, so please do continue to support us through these unprecedented times.

What our sponsors say...



It's been a pleasure to sponsor the Charity IT Leaders conference over the years. Whilst giving us unrivalled insight into technology in the sector, the conference has also been the foundation from which we have built our most-standing partnerships.

ReesDraperWright 

The Network Collective has been sponsoring the Charity IT Leaders Annual Conference for a number of years and find it a great event – we've won business with new customers, developed and deepened relationships, and have been able to keep up-to-date on the latest developments in this fast-moving sector.

THE NETWORK COLLECTIVE



Sponsorship Packages

We have two types of sponsorship package, annual and conference sponsorship.

There are two tiers of annual sponsorship available which operate on a rolling 12-month basis from the point of sign-up. They offer access to our membership through a variety of channels, including the Charity IT Leaders conference, a quarterly members' meeting, and a mailshot to members.

Annual packages also enable us to work with you to develop additional initiatives and activities outside of the listed benefits packages, so represent an opportunity to support your existing marketing strategy.

We have seven conference sponsorship packages with a variety of benefits. Further details can be found on the next page.

If you'd like to discuss sponsorship options, find out more, or book a package, please contact Tree Hall by email at <mailto:tree.hall@charityitleaders.org.uk> or on 07716 229443.



Annual Platinum

£10,000



Annual Gold

£5,500

Annual Packages



Conference Silver

£4,500



Gala Dinner

£7,000



Drinks Reception

£2,500

Conference Packages

Compare Packages

	Annual Platinum	Annual Gold	Conference Silver	Gala Dinner	Drinks Reception
Cost	£10,000	£5,500	£4,500	£7,000	£2,500
Number of packages available	4	15	5	1	1

Annual Benefits

	Annual Platinum	Annual Gold	Conference Silver	Gala Dinner	Drinks Reception
Duration	12 months	12 months	Conference	Conference	Conference
15-minute speaking slots at a quarterly meeting	●				
Logo on the Charity IT Leaders website	●	●			
Articles a year in our newsletter (300 words with link to full article on the Charity IT Leaders website)	2 per year	1 per year			
Direct mail to members promoting your event or product	1 per year				

Conference Benefits

	Annual Platinum	Annual Gold	Conference Silver	Gala Dinner	Drinks Reception
A stand in the Sponsors Room	●	●	●	●	
Priority selection of stand location	●				
Named in marketing material	●	●	●	●	
Logo on cover of conference programme	●				
Logo on back page of conference programme		●			
Attendance at the Gala Dinner for up to 2 people	●	●	●	●	●
Inclusion on promotional material given to all delegates	●	●	●	●	●
Attendance at networking lunches on both days	●	●	●	●	
Attendance at coffee breaks, on both days	●	●	●	●	
Company profile included in the conference delegate pack given to all delegates	●	●	●	●	●
Accommodation for 2 exhibitors on Thursday night	●	●	●	●	●
3 minutes presentation to the delegates with Q&A	●	●		●	
Delegate list without email addresses	●	●	●	●	●
Dinner named after sponsor. Optional table branding (at sponsors costs)				●	
5 minute pre-dinner speech				●	
Drinks reception named after the sponsor					●
5 minute drinks reception welcome speech					●
Attendance at networking lunches on Friday ONLY					●

Conference A-Z

Accommodation

Accommodation for the two free attendees is included in the sponsorship package and must be booked on the attached booking form. Please return this form to admin@charityitleaders.co.uk

Extra rooms for additional attendees can be booked on the same form. Please note that these are chargeable. Rooms are limited, so book ASAP.

Agenda

A conference agenda will be sent to you prior to the conference. This will include details of the opening session which sponsors are welcome to attend.

Build-up and breakdown

Exhibitors have access to the exhibition area from 07:00 on Thursday 10 and must be set up by 10:00 for the first networking break at 10:30. Breakdown will commence at 13:30 on Friday 11 and must be completed by 17:00. Please note that breakdown can't commence before this time due to the lunch time networking break.

Checklist

The attached checklist provides a timetable along with suggested deadlines. If anything is unclear, please contact the event team for clarification.

Contact details

If you need any specific assistance, please contact one of the committee members:

- Sam Dignan – Event Manager:
admin@charityitleaders.org.uk
- Dan Hall - Chair: chair@charityitleaders.org.uk
- Laura Dawson - Liaison Officer

and Conference Organiser:
liaison@charityitleaders.org.uk

Details of the on the day contact will be issued nearer the event.

Damage

Please remember you are responsible for making good any damage to the venue by you, your agents or your contractors.

Delegate list

A list will be forwarded to you one week before the conference.

Delivery and collection of materials

Deliveries: Delivery of materials and stock will be accepted by Doubletree Hilton Oxford Belfry on Tuesday 6 October and Wednesday 7 October from 9:00 to 17:00. Materials will be stored by the hotel. The hotel WILL NOT accept stock arriving on pallets.

Please let your delivery people know that any stock arriving on pallets will be refused. Deliveries are to report to the main reception, where further unloading instructions and directions to the storage room will be given. Deliveries should be clearly labelled as follows:

Events Department Manager,
CharityIT Leaders(7-9 Oct2019),
College Suite,
Double Tree by Hilton Oxford Belfry,
Milton Common,
Thame,
Oxfordshire,
OX9 2JW

Please also make sure the box has your company name, contact name & contact telephone number on it.

Collections: All collections need to be made by 18:00 on Friday 9 October.

For collections, suppliers need to ensure that their packages are securely packaged and clearly labelled with the return address. They must also show the name of the collection company, so we can ensure that collection runs smoothly. Please ensure that materials are stored in the room provided by the hotel prior to collection.

Note: Assistance with the moving of deliveries will be made where possible but is not guaranteed. The hotel does not have any equipment to assist with loading and unloading vehicles, for example trolleys and fork lifts, so any items being delivered or collected need to be done so by the individuals delivering or collecting the items by hand or they need to provide their own equipment for transportation.

Floor marking out

The floor in the exhibition area will be marked out for the exhibition spaces. This will be done prior to build up. Out of respect to other exhibitors, please do not place any displays outside of the allocated space. You will be allocated a 2x2m space. Each allocation will include a standard table (clothed) and two chairs. Each table will also have one electrical point. Should you require additional points please bring an extension lead, these will not be provided by the organisers.

Gala Dinner

This starts with a Drinks Reception at 19:00 followed by dinner in the Grand Prix Suite at 19:45. All sponsors have two seats at the Gala Dinner. Please make sure you

inform us of any dietary requirements. There will be a seating plan and tables will be arranged so that sponsors are mixed in with delegates. Attire for this event is Lounge Suit / Cocktail Dress (informal). All sponsors invited to join the delegates for post dinner drinks in the bar. Be aware the conference restarts on Friday morning at 9.30 sharp!

Health & Safety - all exhibitors

As Conference organisers we are required by law to supply the venue with a Risk Assessment. Exhibitors will not be allowed to access the venue unless the documents at the end of this document have been received and approved. A risk assessment check list and form are included. Please return this to admin@charityitleaders.co.uk no later than 16 September 2020.

Music

The playing of music or performances is prohibited in the interests of fellow exhibitors.

Parking

There is a drop off point at the front of the hotel to access reception. Goods in parking is located as the back of the hotel; drivers need to access this by the lane to the right of the hotel as you look at the hotel, this will lead to the staff car park and goods in (access for deliveries through the green fire exit door).

Prize draws

These are always popular. There are two options for drawing them, one is during the Gala Dinner, and the second is at the close of the conference, around 15:00. Please let the admin team know in advance if you wish to do this.

Registration

Some packages include two attendees to the conference including accommodation and Gala Dinner attendance. Should you require additional registrations these are charged at £200 (inc. VAT) which includes the accommodation, but not the gala dinner. It is not possible to purchase additional gala dinner places for additional delegates.

Security

It is not advisable to leave valuables on your stand whilst it is unattended. We cannot lock the exhibition hall.

Storage

We suggest that you factor storage space into your stand as there is no additional storage available.

Waste removal

All exhibitors are responsible for the removal of all waste, packaging, etc. from their stands.

Wi-Fi

Free WiFi is offered throughout the hotel with no username or password required. However, IT conferences tend to put a strain on this, so if it is vital for your demo, we would suggest you consider alternative options. The hotel can supply dedicated connections at an extra charge. Please email admin@charityitleaders.co.uk for more information.

Key Dates

11 September 2020

Deadline for registering your staff including accommodation requirements. This should be done using the registration form that will be sent to you after booking. All forms must be returned to the conference events team via email: admin@charityitleaders.org.uk

16 September 2020

Deadline for sending us:

- Your logo for the website, banner and holding slides
- 250 word company profile for inclusion in the delegate pack

6 - 7 October 2020

Delivery of stands and conference material to the hotel.





Charity IT Leaders is committed to providing a safe environment for all its members, delegates, sponsors, speakers, staff and guests. Discrimination or harassment on any ground, including sexual harassment will not be tolerated. If an individual feels they have been subject to any discrimination or harassment, they are urged to report this to the Chair or any trustee of Charity IT Leaders as soon as possible. All disclosures will be fully investigated and treated in a confidential and supportive manner

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Registered Charity Number: 1153226

Contact: admin@charityitleaders.org.uk

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Chestergate

Macclesfield

Cheshire

SK11 6DY





We are Charity IT Leaders

We facilitate professional networking, share expert knowledge and support the development of the current and future generations of technology champions and leaders. We do this to help charities unlock the potential of data, digital and technology, enabling them to transform their organisations and the sector.