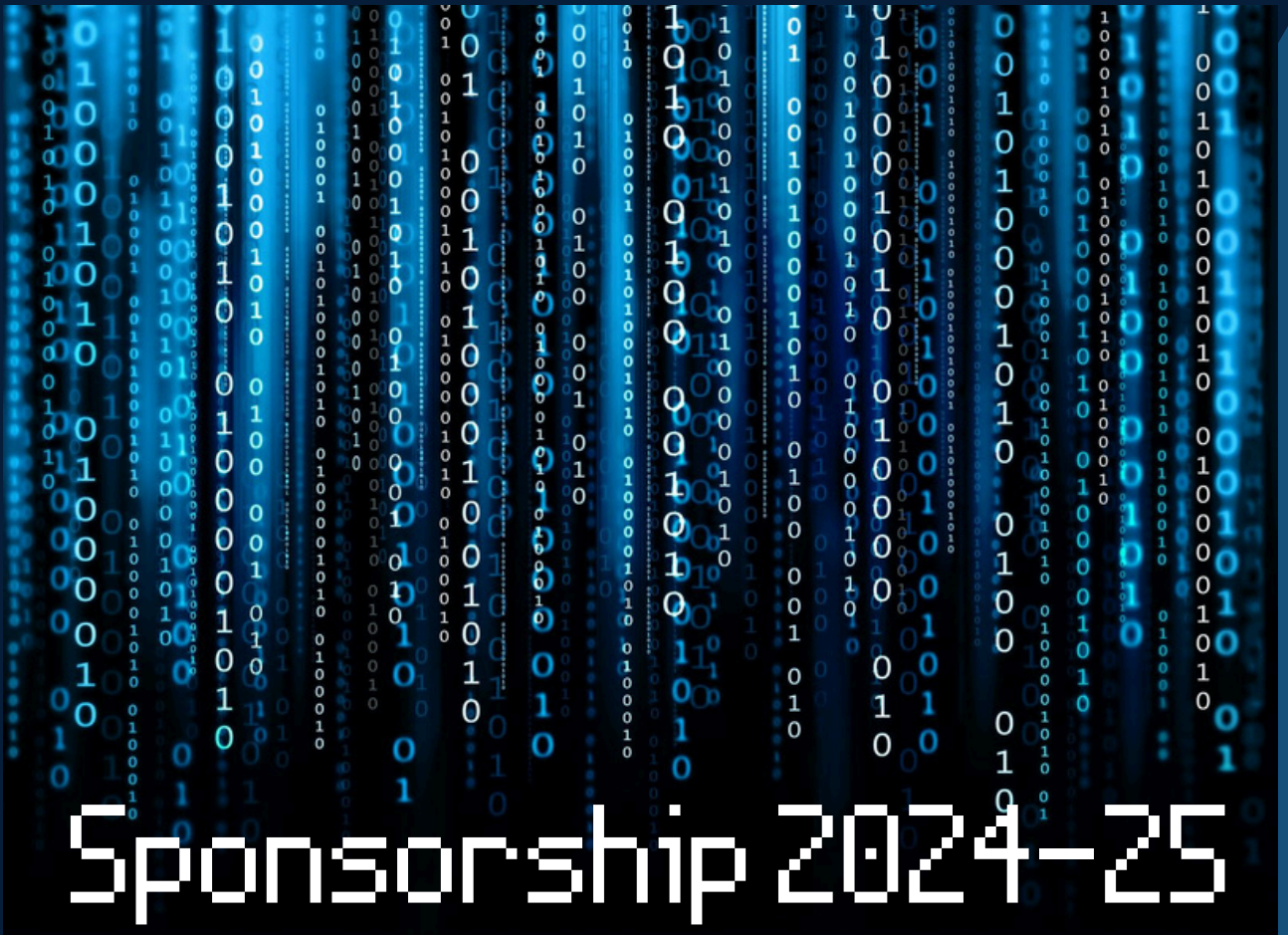


CONNECT >> ENGAGE >> ALIGN >> SUPPORT



# Sponsorship 2024-25

CHARITY  
IT LEADERS

Registered Charity Number: 1153226

The premier  
community for  
suppliers, charities  
and not-for-profits

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SOLUTIONS >> KNOWLEDGE >> INSPIRATION

# Welcome to our community

I am delighted that you want to find out more about sponsorship of our unique organisation. Our thriving and growing community of IT and digital professionals shares a common goal – to leverage the best outcomes from IT to enable their organisations to achieve more for their beneficiaries. They want to work with suppliers who have a genuine commitment to partnership and long-term collaboration.

Sponsorship is an opportunity to talk about your products and services with some of the sector's most senior decision-makers. It's also a way for you to demonstrate your organisation's CSR credentials, and to use your expertise and knowledge to add value for our members while aligning your brand with our own trusted and respected profile.

Sponsorship is not only for technology and digital provision. IT professionals must be expert leaders, excellent communicators, financially knowledgeable and strategically skilled. We welcome sponsors across a range of specialisms in order to support our members in developing an extensive portfolio of professional skills.

If you want to showcase your brand to a community of senior leaders in the NFP sector, and demonstrate your commitment to the charity community, while forging relationships with senior decision-makers, you really should get in touch.

I hope you'll join us,

Tree



Tree Hall, CEO at  
Charity IT Leaders

# Useful info & contact details

## Where to find us:

Website: [charityitleaders.org.uk](http://charityitleaders.org.uk)

LinkedIn: <https://www.linkedin.com/company/charity-it-leaders>

## Our Team:

Tree Hall, CEO - [tree.hall@charityitleaders.org.uk](mailto:tree.hall@charityitleaders.org.uk)

Claire Jago, Business Manager - [claire.jago@charityitleaders.org.uk](mailto:claire.jago@charityitleaders.org.uk)

Admin team - [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk)

## Our Trustees:

Laura Dawson, Interim Chair - [laura.dawson@charityitleaders.org.uk](mailto:laura.dawson@charityitleaders.org.uk)

Stuart McSkimming, Deputy Chair - [stuart.mcskimming@charityitleaders.org.uk](mailto:stuart.mcskimming@charityitleaders.org.uk)

Matt Jago, Treasurer - [matt.jago@charityitleaders.org.uk](mailto:matt.jago@charityitleaders.org.uk)

Richard Bailey - [richard.bailey@charityitleaders.org.uk](mailto:richard.bailey@charityitleaders.org.uk)

Caroline Carruthers - [caroline.carruthers@charityitleaders.org.uk](mailto:caroline.carruthers@charityitleaders.org.uk)

Jon Curry - [jon.curry@charityitleaders.org.uk](mailto:jon.curry@charityitleaders.org.uk)

Jane Deal - [jane.deal@charityitleaders.org.uk](mailto:jane.deal@charityitleaders.org.uk)

Neil Edmonds - [neil.edmonds@charityitleaders.org.uk](mailto:neil.edmonds@charityitleaders.org.uk)

Phillip Edwards - [phillip.edwards@charityitleaders.org.uk](mailto:phillip.edwards@charityitleaders.org.uk)

Seth Harman - [seth.harman@charityitleaders.org.uk](mailto:seth.harman@charityitleaders.org.uk)

Anna Hoskins - [anna.hoskins@charityitleaders.org.uk](mailto:anna.hoskins@charityitleaders.org.uk)

Jane Huntington - [jane.huntington@charityitleaders.org.uk](mailto:jane.huntington@charityitleaders.org.uk)

Laura Moore - [laura.moore@charityitleaders.org.uk](mailto:laura.moore@charityitleaders.org.uk)

MEMBERS >> SUBSCRIBERS >> SPONSORS

CITL is the meeting point for charities and not-for-profit organisations, digital technology specialists, thought-leaders, and suppliers.

CIOs  
Digital Specialists  
Programmers CTOs  
Tech Support  
Web Developers BAs  
Network Managers  
Data Analysts Developers  
Architects CISOs  
DevOps

Charities  
Not-for-profits  
NGOs Federations  
Foundations  
CICs  
Trusts

Sponsors  
Sector Specialists  
Thought-Leaders  
Speakers  
Suppliers

CHARITY  
IT LEADERS

## Why become a CITL sponsor?

### NETWORKING

Meet with senior technology and digital leaders, decision-makers and future leaders at our events:

- Annual Conference
- Monthly virtual roundtables
- Webinars and workshops
- LinkedIn Live events
- Network with other like-minded suppliers
- Brokered introductions via our trustees and partners

### CONTENT GENERATION

Share your content with our members and the wider NFP community:

- Whitepapers and thought-leadership pieces
- 'How to...' guides, templates and roadmaps
- Blogs and podcasts
- Surveys and benchmarking
- Case studies

### MAKE A DIFFERENCE

Use your expertise and skills to make a real and lasting difference for the sector:

- Increase knowledge, skills and expertise within the sector
- Help NFPs to benefit from new technologies and innovation
- Contribute to the continued growth of the sector and the development of the next generation of digital technology professionals
- 

### BRAND AMPLIFICATION

Position your brand alongside CITL and benefit from:

- Brand alignment with the premier charity technology and digital networking group
- Increased social media reach and engagement via our CITL pages
- Demonstrating your commitment to the NFP sector
- Showcasing your company's CSR credentials
- Building your credibility within the sector and demonstrating your expertise

# Sponsorship packages

## **Platinum - £10,000**

The premier sponsorship package, delivering 12 months of premium engagement, with multiple opportunities for networking with our members, and priority access to our annual conference.

## **Gold - £6,500**

A cost-effective annual package, with full access to our annual conference and additional opportunities for member engagement across the year.

## **Conference - from £750**

A range of options at our annual conference, from lanyard sponsorship to sponsored streams and virtual sessions. Available as stand-alone options, or add-ons for Platinum or Gold packages.

## **Business Simulations - from £4,000**

We have a range of business simulations, delivered by highly experienced facilitators, which are available for sponsorship. Contact [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk) to find out more.

## **Event - from £3,500**

Our events calendar offers a range of online and in-person activities, including workshops, webinars, roundtables, drop-ins and networking. Contact [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk) to find out more.

## **CRM - £3,000**

Support the ongoing development of our CRM capability, and play a part in helping us deliver exceptional membership support to our community. Contact [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk) to find out more.

## **Capacity-building Projects - from £3,000**

Help build our capacity and deliver projects that will make a real difference to our community. Contact [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk) to find out more.

## **LinkedIn Live - from £750**

Align your brand with ours and come and share your expertise, products and services with our CEO in front of our LinkedIn community. Contact [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk) to find out more.

## **Directory - £1,250**

Make sure your brand is part of our supplier directory and is showcased alongside our other partners. Contact [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk) to find out more.

# Platinum sponsorship

## **Platinum - £10,000**

Our community of professionals from the world of technology, IT and digital, all working in charities and not-for-profits, is supportive, engaged and collaborative.

## **Gold - £6,500**

Our events calendar offers a range of online and in-person activities, including workshops, webinars, roundtables, drop-ins and networking.

## **Conference - from £750**

Our events calendar offers a range of online and in-person activities, including workshops, webinars, roundtables, drop-ins and networking.

# Gold sponsorship

## **Platinum - £10,000**

Our community of professionals from the world of technology, IT and digital, all working in charities and not-for-profits, is supportive, engaged and collaborative.

## **Gold - £6,500**

Our events calendar offers a range of online and in-person activities, including workshops, webinars, roundtables, drop-ins and networking.

## **Conference - from £750**

Our events calendar offers a range of online and in-person activities, including workshops, webinars, roundtables, drop-ins and networking.

*“Partnering with CITL has been a breeze, the open and positive relationship we have with them has allowed us both to benefit greatly. We joined to gain a much better understanding of the IT leaders community in nonprofits, what challenges they were facing in their job roles and how we could assist them in overcoming these challenges to help their nonprofits better serve their communities. It's been a joy to work with Tree in developing and hosting events and for allowing us to join the conversations in educating nonprofit IT leaders about innovative technology. I would highly recommend becoming a member as it's been amazing for us as a platform to dive into the world of nonprofit IT leaders and collaborate with them on insightful and educational topics that can help them better achieve their nonprofits mission. .”*

**Adam Johnson, Marketing Campaign Executive - Cloud Direct**



# Sponsor benefits

| Annual packages  | Platinum   | Gold       |
|--|------------|------------|
| Cost   | £10,000    | £6,500     |
| Benefits   |            |            |
| Duration (from date of sign-up)  | 12 months  | 12 months  |
| Host a roundtable  | *          |            |
| Logo and company info on the Charity IT Leaders website  | *          | *          |
| Blog post or thought leadership piece – email and website  | 2 per year | 1 per year |
| e-direct mail to members or a targeted segment   | 1 per year |            |
| Conference   |            |            |
| Stand in the exhibition hall   | *          | *          |
| Priority selection of stand location   | *          |            |
| Logo on the cover of the conference programme  | *          | *          |
| Logo on opening slide deck   | *          | *          |
| Logo on the back page of the conference programme  | *          | *          |
| Logo on conference marketing materials and comms   | *          | *          |
| Attendance at the Gala Dinner for 2 exhibitors   | *          | *          |
| Attendance at networking lunches on both days  | *          | *          |
| Attendance at networking breaks on both days   | *          | *          |
| Delegate list (without email addresses)  | *          | *          |
| Accommodation for 1 exhibitor on Thursday night (additional accommodation can be booked at sponsor's cost) | *          | *          |
| Participation in the 'employer speed' dating activity (format may change)                                  | *          | *          |

*"The conference was an excellent event and delivered excellent networking while also being a lot of fun. It represented really good value for money and a great way to connect with the sector."*

**Sales Director, Microsoft Gold Partner**

# Sponsor benefits

| Conference-only packages  | Networking sponsor (Thursday) | Networking Sponsor (Friday) | Lanyards |
|---|-------------------------------|-----------------------------|----------|
| <b>Cost</b>   |                               |                             |          |
| Cost (variable depending on number of delegates)                  | £3,500                        | £2,500                      | £400     |
| <b>Benefits</b>   |                               |                             |          |
| Exhibition space for one day                                      | *                             | *                           |          |
| Attendance for 2 exhibitors for one day                           | *                             | *                           |          |
| Logo on conference marketing materials                            | *                             | *                           | *        |
| Logo on lanyards  |                               |                             | *        |
| Attendance at networking lunches on both days                     | *                             |                             |          |
| Attendance at networking breaks on both days                      |                               | *                           |          |
| Sponsor branding on Gala Dinner table plan, table and place cards |                               |                             |          |
| Sponsor branding on lunch tables and menus                        | *                             | *                           |          |
| Sponsor branding on coffee tables and menus                       | *                             | *                           |          |

*“As an IT Service Provider who are 100% charity focussed, Charity IT Leaders is the perfect audience for Smartdesc to mingle with. Through our partnership, and the excellent support we receive from CITL, we've run webinars, in-person events, spoken at their annual conference and generally socialised and networked with our peers across the CITL membership base, most of whom are IT professionals working at charities. It's a great forum for us to share expertise, best practice, and innovation across the nonprofit sector, which is a key mission for us and has helped raise awareness of our work and lead to more work with other charities going forward.”*

**James Field, Customer Strategy Director - Smartdesc**

# INNOVATION >> COLLABORATION >> EXPERTISE

CITL is the leading technology and digital networking group for the UK charity and not-for-profit sector. As a charity ourselves, we understand the pressures and challenges faced by our members, and we are committed to providing the support and resources they need to achieve their goals.

Since 2000, our mission has been to make charities more efficient and effective by using the power of technology and digital as a key driver of business change and service delivery.

Our vision is to drive excellence and innovation, to be the trusted voice of our sector, and to support the technology leaders of today and the future in delivering vital outcomes for people, animals, the environment and society.

To find out more visit [charityitleaders.org.uk](http://charityitleaders.org.uk) or contact us at [admin@charityitleaders.org.uk](mailto:admin@charityitleaders.org.uk)

*"We've been sponsors of CITL for many years now and have found it a continually positive experience. It has given us the chance to engage with a really broad range of senior IT leaders within major charities, learn more about their missions and objectives, and we've been able to develop many great, long-term client relationships. We look forward to many years of shared success with CITL."*

***John Waterhouse, Chairman and Founder, The Network Collective***

CHARITY  
IT LEADERS

Registered Charity Number: 725000