



# **CHARTERED INSTITUTE OF FUNDRAISING YORKSHIRE ANNUAL CONFERENCE 2025**

**DON'T MISS THE OPPORTUNITY  
TO SHOWCASE YOUR BUSINESS**

## INTRODUCTION

The Chartered Institute of Fundraising Yorkshire is a committee of highly experienced sector leaders dedicated to supporting charities and their income-generation teams. By partnering with us, you can align your brand with an active and engaged community, gaining exposure to a diverse audience within the charity sector. Together, we can make a significant impact.

## ABOUT THE CONFERENCE

**WEDNESDAY 12 FEBRUARY 2025**  
**LEEDS MARRIOTT HOTEL**

Our annual conference brings together industry leaders and professionals to exchange ideas, insights, and best practices. With a variety of sponsorship options available, you can choose the level of exposure that best suits your business needs. From exhibitor packages to our top-tier headline sponsorship, your brand will gain maximum exposure across all our platforms and have the opportunity to be synonymous with excellence and innovation in fundraising.

We anticipate 75–140 fundraisers to attend, primarily from Yorkshire-based charities. Attendees will range from sole fundraisers to members of larger charity teams.

## WHO WE ARE

We are an affiliated volunteer committee of the Chartered Institute of Fundraising, the professional membership body for UK fundraisers. Our mission is to support fundraisers through leadership, representation, standard setting, and education. In Yorkshire, we are committed to enhancing the experience of fundraisers regionally, ensuring excellence and innovation in fundraising practices.

## WHY SPONSOR THE CONFERENCE?

- Align your brand with an active and engaged income-generation community.
- Gain exposure to a diverse charity sector audience.
- Support charities and their vital missions.
- Showcase your commitment to fostering community engagement and collaboration.
- Receive prime visibility across various platforms.
- Engage with industry leaders and professionals.
- Be recognised for your contribution to philanthropy and social impact.

# SPONSORSHIP PACKAGES

## HEADLINE SPONSOR - GOLD PACKAGE £3000 + VAT

What's in it for you:

- Three admission tickets (RRP £95 each), including access to conference sessions, snacks and lunch.
- Prime visibility as the primary sponsor across all event materials, including social media and promotional materials.
- A prime-position exhibitor table in the foyer with two 4x6ft tables.
- Banner placements in all three event rooms and the registration area.
- Exclusive branding on event press releases and media outreach.
- Verbal acknowledgment during the opening and closing sessions, with an opportunity to present your business at the opening session.
- A spotlight feature in one of our newsletters (1521 subscribers).
- Alignment with our awards ceremony, including a seat on the panel to select award winners and the opportunity to present the awards. This will take place during the closing speech at the end of the conference day.

# SPONSORSHIP PACKAGES

## ROOM/TRACK SPONSOR - SILVER PACKAGE £1000 +VAT (£1,500 FOR THOMAS AMBLER 1-2):

What's in it for you:

- Two admission tickets (RRP £95 each), including access to conference sessions, snacks and lunch.  
An exhibitor table in your sponsored room.
- Branding opportunities in your sponsored room including your banner and the option to give away branded items.
- Alignment with one of the following themes:
  - **Income Generation and Support** (Thomas Ambler 1–2, capacity: 160)
  - **Strategy, Leadership, and Innovation** (Thomas Ambler 3, capacity: 80)
  - **Personal Development and Wellbeing** (Brodrick Suite, capacity: 72)
- Recognition on event materials, including social media and promotional content.
- A feature in our newsletter.
- Verbal acknowledgment at the start of your sponsored sessions, with an opportunity to introduce your business.
- A pull-up banner in the breakout room for additional exposure to those not attending your sessions.

# SPONSORSHIP PACKAGES

## EXHIBITOR - BRONZE PACKAGE £500 + VAT

What's in it for you:

- Two admission tickets (RRP £95 each), including access to conference sessions, snacks and lunch.
- A 4x6ft table in the breakout room to showcase your business on the day.
- Acknowledgment as an exhibitor on promotional materials.
- Social media recognition and gratitude posts.



## SPONSORSHIP PACKAGES

### DELEGATE BAG ITEMS £100+VAT (FREE FOR ABOVE SPONSORS)

What's in it for you:

- Allows you to put your marketing materials in the delegate bag.

## MARKETING REACH

**Newsletter:** 1,521 subscribers.

**X (formerly Twitter):** 1,560 followers.

**LinkedIn:** 89 followers.

**Facebook:** 102 followers.

## EVENT LAYOUT

- **Matcham Suite:** Cloakroom - potential use for a sponsor or headshots/photograph.
- **Thomas Ambler 1–2:** Income Generation and Support.
- **Thomas Ambler 3:** Strategy, Leadership, and Innovation.
- **Brodrick Suite:** Personal Development and Wellbeing.
- **Ambler Foyer:** Exhibitions and breakout area.

**Pink:** Exhibitor tables.

**Orange:** Sponsor tables and banner positioning.

