

Sponsorship 2022/23



Connect, engage, collaborate

CHARITY IT LEADERS

Registered Charity Number: 1153226

About Charity IT Leaders

Charity IT Leaders is the premiere IT and digital networking group for the UK charity and not-for-profit sector. Since 2000, we have worked with members and sponsors to facilitate networking and broker collaboration and long-term partnerships.

As a trusted voice in the NFP and IT sectors, we work with sponsors to deliver quality content and thought leadership to our members and the wider community,

Our sponsors have a genuine commitment to the sector and to developing partnerships based on trust, collaboration and mutual success.

CHARITY
IT LEADERS

4 Victoria Square
Victoria Street
St Albans
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Registered Charity Number: 1153226



Contact us for more information about sponsorship

admin@charityitleaders.org.uk

charityitleaders.org.uk



Contents

04	Foreword
05	Why sponsor Charity IT Leaders
06	Sponsorship packages
07	Table of benefits
08	Bespoke options
09	Sponsor testimonials
10	Social media analytics
11	About your sponsorship



Welcome from our CEO

As CEO of Charity IT Leaders, I'm 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.

We're learning to live with Covid, and adapting to the changes that the global pandemic has imposed, but the worldwide landscape is still unsettled, and new threats and challenges present themselves at dizzying speed.

Engagement with a community of likeminded peers will help to build the resilience and agility we need to respond to this uncertain environment.

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

Sponsorship is not only for technology and digital provision. IT professionals have to 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.

To find out more, or to join, please contact me or our friendly admin team.

Tree Hall

CEO



Why become a Charity IT Leaders sponsor?

NETWORKING

- Attendance at our Annual Conference
- Speaker slot Quarterly members' meetings – virtual and in-person*
- e-direct mail to members to promote a product, service or thought leadership*
- Article in our members' newsletter*
- Webinars and online round-tables
- Online networking through our dedicated Teams channel**
- Network with other like-minded suppliers
- Brokered introductions via our trustees and partners

*For certain packages

** Launching soon

MARKETING AND LEAD GENERATION

- Efficient lead generation with senior decision-makers and the CIOs of the future
- Find out what matters to your target audience and access key audience insights
- Cost-effective marketing to your target audience
- Opportunities to liaise with existing clients and target prospects

BRAND POSITIONING

- Increase brand visibility and align your brand with the premier charity IT and digital networking group
- Demonstrate your commitment to the NFP sector and build positive consumer perception
- Brand amplification and expansion of your content strategy via social media channels
- Demonstrate your company's CSR credentials
- Opportunity to share your vlogs, blogs and podcasts





Sponsorship packages

Platinum Sponsor

£10,000/year

- Our premier sponsorship package with multiple opportunities to network with members face-to-face and online
- 12 months of premium engagement and marketing, and priority access to our Annual Conference

Gold Sponsor

£6,500/year

- Our cost-effective annual package, with full Annual Conference access
- Additional opportunities to network with members and generate leads throughout the year

Conference-only options

£various

- A range of ad-hoc sponsorship options at our Annual Conference
- Can provide additional impact as an add-on to our Platinum and Gold packages or as stand-alone options

Supplier Directory

£1,250/year

- An economical way to get your brand and products in front of our members
- Presence on our website and in our six-monthly e-Supplier Directory



Table of benefits

Annual packages	Platinum	Gold	Supplier Directory
Cost	£10,000	£6,500	£1,250
Benefits			
Duration (from date of sign-up)	12 months	12 months	
Speaker slot at quarterly members' meeting	*		
Logo and company info on the Charity IT Leaders website	*	*	
Article in newsletter (300 words with link to full article on the 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)	*	*	
Logo and company info on Supplier Directory page of website	*	*	*
Half page logo & copy in the Supplier e-Directory	*	*	2 per year



Conference-only packages	Gala Dinner Table	Networking sponsor (Thursday)	Networking Sponsor (Friday)	Lanyards
Cost	£500			
Cost (variable depending on number of delegates)		£3,500	£2,500	£400
Benefits				
Exhibition space for one day		*	*	
Attendance for 2 exhibitors for one day		*	*	
Logo on conference marketing materials	*	*	*	*
Logo on lanyards				*
Attendance at Gala Dinner for 1 exhibitor	*			
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		*	*	

Bespoke options

Benefits

Co-hosting a bespoke event with us enables you to target specific industry leaders, sector specialists and innovators for in-depth conversation and debate.

Alignment with our brand positions you as an organisation with a commitment to the charity and NFP sector, enhancing your credibility.

How do we help

For those looking to break into the charity and NFP market, we can help you engage with a number of senior leaders at a range of organisations.

If you're already established in this space we can help you to maximise your networking and relationship building, or to launch new products and services.

We will work with you to help you achieve your networking and marketing goals and help you to make the vital connections every business needs.

Types of event

- Business breakfast
- Drinks reception
- Networking dinner
- Webinars and other online events



Testimonials

Don't just take our word for it – here's what our sponsors thought of our 2021 Annual Conference, and even our members recommend our sponsorship programme.

"A very well organised event and as a vendor you don't feel just an add on for the money. Superb, loved it all."

Sponsorship has given us unrivalled insight into technology in the sector, and the conference has enabled us to build long-standing partnerships.

"Standing up and pitching 12 times [in the supplier speed dating] was both really hard but also delivered good engagement"

Every now and then an opportunity comes along that reminds me why it's great to be part of **Charity IT Leaders**. **On the back of a LinkedIn** post by **Tree Hall** we have engaged with **Splunk** and **Oliver Hewitt** to take advantage of a Splunk-for-Good free license to gain the advantage of and experience with an Enterprise SIEM Platform.

Tim Hodge, Former CIO of PDSA

"All of the team - Tree, Sophie and Amy - were a pleasure to work with, and turning around sponsoring an event in less than 2 weeks is pretty impressive."

"Loved the speed dating session, great to get around the tables and found that after the speed dating, delegates were more happy to come and speak to us."

"The passport competition is a great idea and very helpful to all the sponsors. It meant engagement with potential clients and made for fun and relevant conversations."

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We felt this was a very successful event and represented good value for money and excellent networking.

The Network Collective has been sponsoring the Charity IT Leaders Annual Conference for a number of years and we 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.

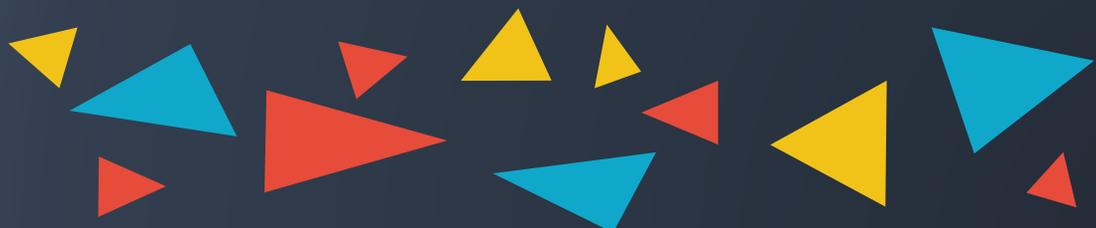
LinkedIn analytics

	No. of followers	Engagement rate
Charity IT Leaders	1,484	13.33%

Follower demographics			
Job function		Seniority	
IT	25.60%	Senior	48%
Business Development	23%	Director	14%
Sales	11%	Entry	7%
Marketing	6%	Manager	14%
Operations	5%	CXO	8%
Programme and Project Management	5%	Owner	7%
Consulting	5%	VP	1%
Engineering	3%	Partner	1%
Human resources	2.50%		
Community and Social Services	2.50%		
Other	11.40%		

Visitor demographics			
Job function		Seniority	
Business Development	41.50%	Senior	40%
IT	33%	CXO	20%
Sales	5.50%	Director	14%
Consulting	5%	Manager	8%
Research	4%	Entry	5%
HR	3%	VP	5%
Marketing	3%	Partner	4%
Programme and Project Management	2.00%	Owner	4%
Media and Comms	1.50%		
Operations	1.50%		

Follower industries		Visitor industries	
NFP Management	32%	NFP Management	23%
IT and Services	37.50%	IT and Services	16%
Staffing and Recruiting	5.50%	International Trade and Development	11.50%
Management Consulting	4%	Management Consulting	4.50%
Computer Software	7%	Higher Ed	4.50%
Telecoms	3%	Staffing and Recruiting	4.50%
Hospital and Healthcare	3%	Financial Services	4%
Higher Ed	2%	Research	4%
Education Management	2%	Business Supplies and Equipment	4%
Civic and Social Organisation	2%	Marketing and Advertising	3%
Other	2%	Other	21%





About your sponsorship

With sponsorship packages starting from just £1,000 and bespoke options available, we have a range of solutions to suit most budgets and goals.

Sponsorship of Charity IT Leaders offers you a range of benefits and opportunities*:

- **Align your brand with ours and demonstrate your philanthropic credentials as well as accessing business benefits**
- **Attendance at our Annual Conference and networking with a range of senior leaders, sector experts and industry leaders**
- **Your logo on Annual Conference marketing materials**
- **Opportunity to headline one of our Quarterly Members' Meetings**
- **Your logo and company info on our website**
- **Opportunity to host specialist online and in-person events**
- **Chance to send an e-DM to our members or a targeted segment once a year**
- **Your logo and company info on a half page in our twice-yearly supplier directory**
- **Access to our supplier and members Team channel****

*Some benefits are only available with particular packages

**To be launched soon





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