

Advancement Operations

4-6 March 2025 | Leeds, United Kingdom



CASE ADVANCEMENT OPERATIONS CONFERENCE 2025

4-6 March 2025

Cloth Hall Court, Quebec Street, Leeds LS1 2HA, UK

Over the course of the programme, delegates will go through all aspects of advancement operations practice with an informative and practical approach that will provide them with real takeaways, as well as inspiration, and the opportunity to build a network with peers.

Audience:

150-160 professionals with the following roles:

- **Directors / Associates / Deputy Directors** of Data / Analytics/ Development/ Advancement / Development Operations
- **Heads** of Operations / Development Operations
- **Managers** of Development Services / Research/ Operations/ Database/ Data / CRM/ Insight/ Information/ Campaigns
- **Officers** of Database / Data / CRM / Insight / Development / Prospect Research / Research
- **Assistant** / Coordinator of Databases / Gifts

Programme:

The programme will be soon available here <https://www.case.org/conferences-training/advancement-operations-2025>.

It will be organised in tracks: (1) Data, systems and technology; (2) Prospect research; (3) Gift management; (4) Insight and reporting; (5) People and planning and (6) Campaigns.

Chair:

Lisa Williams, Assistant Director - Operations, University of Exeter, University of Exeter

Planning Committee:

Benjamin Jarman, Research Manager, University of Leeds

Chris Connew, Head of Operations and Campaigns, Queen Mary University of London

Jennie Moule, Managing Director of Advancement Services, University of Cambridge

Malina Szreter, Deputy Director of PAGE Operations, London School of Economics

Paula Gould, Associate Director of Campaign Management, The University of Sheffield

Stuart Thompson, Deputy Director, Advancement Services, Durham University

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

	Ed. Partner	Non-Ed. Partner
PLATINUM (one available)	£5,524 + VAT	£6,905 + VAT
GOLD (one available)	£3,910 + VAT	£4,887 + VAT
SILVER	£2,857 + VAT	£3,571 + VAT
BRONZE	£2,214 + VAT	£2,768 + VAT
EXHIBITOR	£1,728 + VAT	£2,160 + VAT
Sponsor - branded lanyards	£1,474 + VAT	£1,843 + VAT
Splash screen (logo) in app	£767 + VAT	£959 + VAT
Subpage banner - schedule page	£535 + VAT	£668 + VAT

PLATINUM level (one available)

Benefits:

- One 50min session (break-out). Topic to be aligned with the planning committee
- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- 15-min product demo
- Acknowledgement by the conference chair during the welcome remarks as main sponsor
- Company logo (with link) on conference website acknowledged as main sponsor
- Company marketing literature/goodie seat drop at the opening session (provided by sponsor)
- Introduction of one session, with 3min speech for company
- Four (04) complimentary delegate passes
- List of delegates
- Company logo and text in app*
- Company sticky banner in app (main screen), always visible and remains stationary while scrolling on the main screen, can link to a website. Logo to be provided in the following format:

1	2,048 pixels wide x 200-500 pixels high
2	1,536 pixels wide x 150-400 pixels high

GOLD level (one available)

Benefits:

- One 50min session (break-out). Topic to be aligned with the planning committee
- Sponsorship of the conference dinner
- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- 5-min speech during dinner
- Acknowledgement by the conference chair during the welcome remarks as dinner sponsor
- Company logo (with link) on conference website
- Company marketing literature/goodie seat drop at the dinner (provided by sponsor)
- Two (02) complimentary delegate passes
- List of delegates
- Company logo and text in app*

SILVER level

- One 50min session (break-out). Topic to be aligned with the planning committee
- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- Two (02) complimentary delegate passes
- Company logo (with link) on conference website
- List of delegates
- Company logo and text in app*

BRONZE level

- One 60min roundtable. Topic to be aligned with the planning committee
- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- Two (02) complimentary delegate passes
- Company logo (with link) on conference website
- List of delegates
- Company logo and text in app*

EXHIBITOR

- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- Two (02) complimentary delegate passes
- Company logo (with link) on conference website
- List of delegates
- Company logo and text in app*

Sponsor - Branded lanyards

- Logo branding on lanyards for delegates
- Colour of choice to suit company logo
- Company logo (with link) on conference website as sponsor
- To be produced by CASE; logo in high res to be sent to CASE by 20th Jan 2023
- One (01) complimentary delegate pass
- List of delegates
- Company logo and text in app*

Splash screen

- Splash screen with logo appearing when app is launched
- Logo to be provided in the following format:

1	0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
2	0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
3	0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high

* Can be a .jpg or .png format

Subpage banner - schedule page (app)

- Displayed in the schedule page
- Can link to a website
- Logo to be provided in the following format:

1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
2	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
3	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
4	13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

Information needed from all sponsors and exhibitors

Company logo	– in jpg or png; one with transparent background
Company info for app	– website – Twitter, Instagram, LinkedIn handles – Text about the company (max 150 words)
Delegate names	– delegate name – delegate job title – delegate email

Please send it to cmarochi@case.org by **31st January 2025**

Information needed from sponsors and exhibitors that will have a session or a roundtable:

Session/roundtable info	– title – description (max 150 words) – speaker(s) name, job title, institution
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Please send it to cmarochi@case.org by **31st January 2025**

How to book your sponsorship

Please get in touch with Cristina Marochi (cmarochi@case.org) informing the item(s) you would like to book. A contract will be prepared and your sponsorship will be confirmed once it is signed.