



CASE Legacies Conference 2020

Support proposal

25 June 2020

The Legacies Conference is a practical and interactive session aimed at helping delegates enhance their legacies programme, while including enough of a base for those starting from scratch.

Our expert speakers will explore the legal issues surrounding legacy gifts and how to identify and approach prospective legacy donors.

Audience: 30 professionals, from various levels, from European institutions.

Programme: the detailed programme will be available soon. You can see last year's programme at <https://www.case.org/conferences-training/legacies-conference-2020>

Chairs:

Karen Hart, Deputy Director of Development: Alumni Engagement, The Open University
Helen McGahon, Head of Fundraising, Royal Academy of Engineering

Venue:

Friends House (173-177 Euston Rd, London NW1 2BJ)

Support opportunities

Type of support

	<u>Educational Partner</u>	<u>Non-educational partner</u>
Principal Sponsor (exclusive)	£2,500 + VAT	£3,000 + VAT
Refreshment Breaks and Lunch Sponsors	£1,850 + VAT	£2,220 + VAT
Exhibitor	£1,650 + VAT	£1,980 + VAT
Branded lanyards sponsor	£750 + VAT	£900 + VAT
A4 advertisement on material (external back cover)	£700 + VAT	£840 + VAT
A4 advertisement on material (internal back cover)	£650 + VAT	£780 + VAT
A4 advertisement on material (internal page)	£500 + VAT	£600 + VAT

What is included in the support packages:

Principal sponsor

- Exclusivity
- Acknowledgement by the conference Chair during the welcome and closing remarks as the principal sponsor
- Company logo on all print and digital conference materials acknowledged as Principal Sponsor
- Inclusion of company literature (A4 size) in the delegate binder (art to be sent by sponsor 20 days before the conference)
- Company marketing literature/goodie seat drop at the opening breakout sessions
- Two complimentary delegate registration passes
- List of delegates that have given permission to have details shared

Refreshment breaks and lunch sponsor

- Exclusivity
- Acknowledgement by the conference Chair during the welcome and closing remarks as the Refreshment Breaks & Lunch Sponsor
- Company logo on all print and digital conference materials acknowledged as Refreshment Breaks & Lunch Sponsor
- Tent cards on refreshment breaks & lunch tables acknowledged as Refreshment Breaks & Lunch Sponsor
- Company marketing literature/goodie seat drop on the first day lunch
- Two complimentary delegate registration passes
- List of delegates that have given permission to have details shared

Exhibitor

- One table for exhibition use
- Two complimentary delegate registration passes
- List of delegates that have given permission to have details shared

Branded lanyards sponsor

- Logo branding on delegate lanyards; colour of choice to suit your company logo
- To be produced by CASE

A4 advertisement on material

- Inclusion of company advertisement (A4 digital size) in the delegate binder (artwork to be provided by the sponsor 20 days before the conference) (pdf file, 3mm bleed)
- 3 options available: external back cover; internal back cover; internal page