

SCOTTISH FUNDRAISING CONFERENCE

25

scottishfundraisingconference.org.uk

SPONSORSHIP AND ENGAGEMENT OPPORTUNITIES



Chartered Institute
of Fundraising Scotland
Institiud Tional-airgid
Clàraichte na h-Alba

@CIOFScotland

#ScotConf



INTRODUCTION

The Chartered Institute of Fundraising Scottish Fundraising Conference offers access to two live plenaries, a choice of up to 56 sessions and a free-to-view virtual output. The Chartered Institute of Fundraising Scottish Fundraising Awards recognise Scotland's best professional fundraisers and celebrate the achievements of those who are making a difference every day by building charities, voluntary organisations and social enterprises. All across Scotland, vital services that so many people are dependent on, are being delivered thanks to fundraising professionals who are committed to making a real difference.

The events are returning to the Doubletree by Hilton Glasgow Central on 23 and 24 September 2025 with the awards on the Tuesday evening, the 23 September. The events will once again provide an opportunity for fundraisers to immerse themselves in learning, networking and celebration.

#ScotConf is the largest gathering of fundraisers outside of London and offers a unique opportunity to engage with industry professionals, charities and partners from across Scotland and beyond, through sponsorship, exhibition and networking.

The event values many long-term partnerships with inspiring organisations which demonstrates the importance that partners place on this event. We very much hope you will join us in 2025 at Scotland's premier event for fundraisers and would love to discuss your interest in partnering.

A welcome from the the Scottish Fundraising Conference and Awards Chair

I was delighted to be part of the committee that brought the Scottish fundraising community together at the conference last year. The desire to learn from, share and connect with each other was clear.

The Chartered Institute of Fundraising Scottish Fundraising Conference and Awards continues to be the biggest gathering of fundraisers in Scotland and one of the largest fundraising conferences in the UK. Our Conference and Awards offer opportunities for companies and organisations wishing to engage with fundraisers from across the country via sponsorship, exhibition and bespoke engagement opportunities.

Our partners have gained significant benefit from the chance to engage directly with Conference delegates via our expo, and through the brand exposure provided by the different sponsorship packages. We also have opportunities for multi-year partnerships available for those interested in a long-term relationship.

I would be delighted if you were to join us in September and be part of the 2025 event, and I look forward to speaking with you soon.

Sharryn McKelvie
Scottish Fundraising Conference and Awards Chair

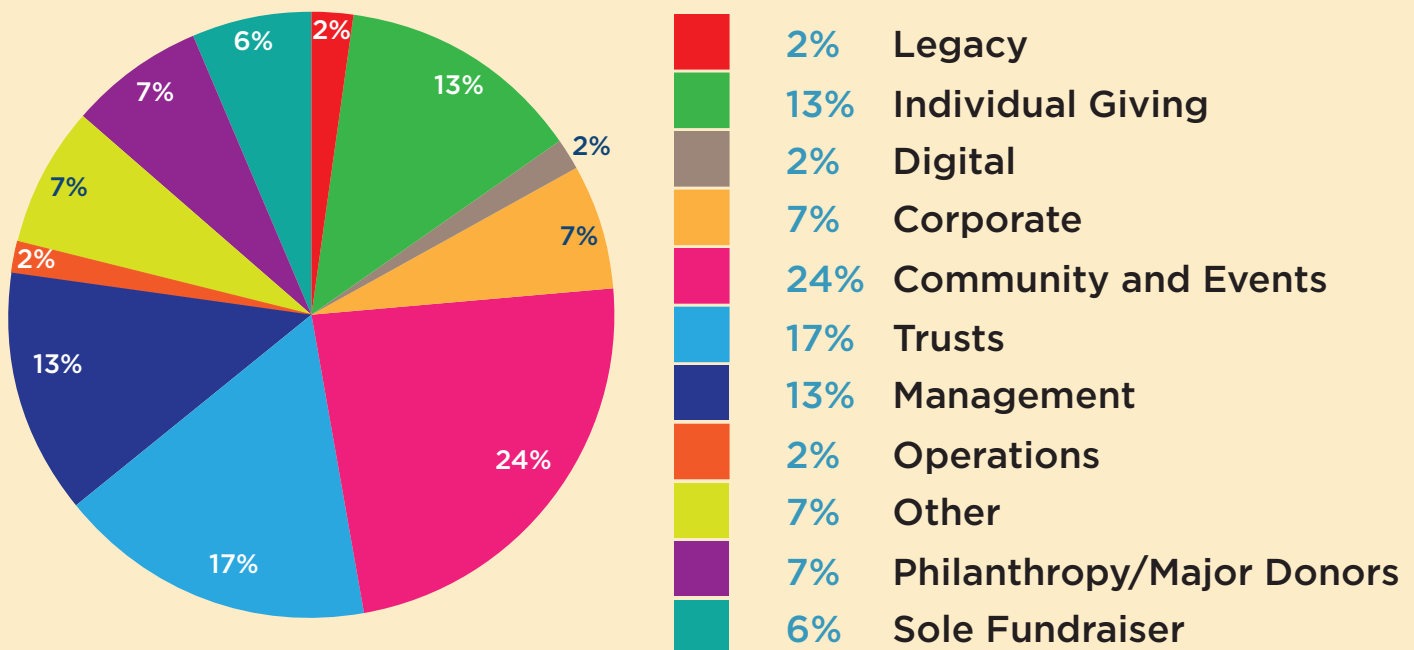
KEY INFORMATION

Number of attendees in 2024

Day 1	Day 2	Awards
357	345	284

Just over 25%
of delegates attended for
the first time in 2024

Fundraising disciplines represented



Social and online

139 mentions and
use of #ScotConf
Reach was **2.62 million**
100% positive sentiment

26

partners,
sponsors or
exhibitors

426

unique individuals
across both days

285

organisations
represented
in 2024

National exposure



TESTIMONIALS



justrunning.com

Having sponsored the Bursary scheme in previous years, 2024 was our first year as headline sponsors, and the experience exceeded our expectations.

The thing that stands out above all else is the quality of the conference. Whether it's the speaker sessions, exhibition spaces, networking opportunities or the fundraising awards, all elements of the event are delivered to the highest standard, making for a memorable two days.

We were fully supported throughout the sponsorship process, and the organising committee went above and beyond to fully integrate justrunning.com into the event. We are looking forward to returning for 2025 and would encourage anyone considering sponsoring the event to do so.

THINK
**Getting you
further, *faster***

THINK

THINK has been a sponsor of the Scottish Conference for many years and the event is one of our most valuable sponsorship relationships. The conference provides us with an opportunity to meet with the Scottish fundraising community and the exposure our team and our brand get, both to delegates on site and through the conference's social media activation, is exceptional.

TESTIMONIALS



Recognition Express

Sponsoring an event focused on rewarding others for their charity work, allows us to give back to the community and support many meaningful causes, but it also strengthens our brand's connection with our audience. Through our sponsorship, we've fostered goodwill, reached a broader audience, and built lasting relationships with other like-minded organizations. The impact goes far beyond the event itself—it's an investment in a brighter future for everyone involved."

For me, having an exhibition stand at this event is a great opportunity to showcase our products, services, and brand. Attending the event as an exhibitor allows us to establish long-term relationships with attendees.

Showcase our brand to a targeted audience, including potential customers, clients, and partners.

Charity events attract people who share similar values and interests, giving us the chance to network with like-minded individuals, other exhibitors, and potential collaborators.



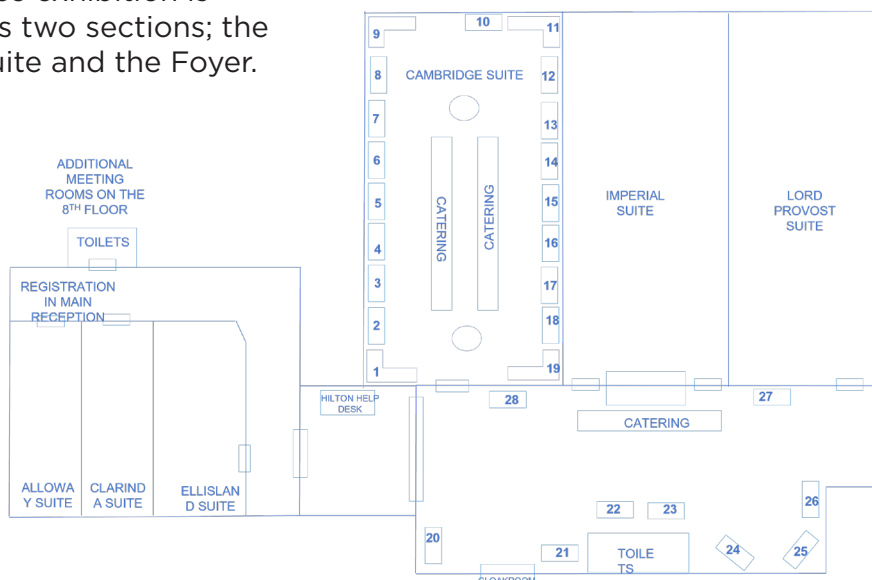
BTA

Scottish Conference is the highlight of the year for the Scottish Fundraising Community, and BTA wouldn't miss it for the world. The energy, excitement, and creativity of hundreds of fundraisers crackles throughout the building. Careers are developed, friendships are made, and lessons are learned.

Because BTA are both consultants and recruiters we have loads to chat about with all the delegates, so we are proud to play a prominent role at Conference and to support the marvellous CIOF teams that deliver the event – as sponsors, speakers, colleagues, and friends. There is simply nowhere we would rather be.

CONFERENCE EXHIBITION

The conference exhibition is located across two sections; the Cambridge suite and the Foyer.



Premium exhibition package – Limited availability stand 1, 9, 11 or 19

- Two x two-day exhibitor passes including lunch
- Premium corner exhibition space
- Two x six ft trestle tables with a table cloth for your expo
- Small cocktail round with two chairs ideal for small meetings (if required)
- Two x tickets to the Awards Dinner including a three-course dinner with wine
- 100 word editorial and logo in Conference programme
- 100 word editorial and logo on the Scottish Fundraising Conference Website
- Listing within the event app as an exhibitor
- Opportunity to have a 100 word feature in an all exhibitors pre-event email
- Exhibition will be extended into the drinks reception for the Awards Gala Dinner giving you more exposure and to a potential new audience

Rate: £1,600 + VAT

Exhibition package

- Two x two-day exhibitor passes including lunch
- Exhibition space (approx. two metres x three metres)
- Six ft trestle table with a table cloth
- 100 word editorial and logo in Conference programme
- 100 word editorial and logo on the Scottish Fundraising Conference website
- Listing within the event app as an exhibitor
- Opportunity to have a 100 word feature in an all exhibitors pre-event email
- Exhibition will be extended into the drinks reception for the Awards Gala Dinner giving you more exposure and to a potential new audience

Rate: £1,250 + VAT

Exhibition package upgrades

The Scottish Fundraising Conference has the following opportunities for you to upgrade your exhibition package.

Add an additional exhibitor pass

- One x two-day exhibitor pass

Rate: £150 + VAT

Purchase a dinner table

- Invite some clients to join you on a table of 10 at the Scottish Fundraising Awards taking place on Tuesday 5th September
- Price includes pre-dinner drinks reception, three-course dinner with wine and entertainment

Rate: £750

Purchase a dinner ticket

- One x dinner ticket to the Scottish Fundraising Awards
- Price includes pre-dinner drinks reception, three-course dinner with wine and entertainment

Rate: £75

Host a private drinks reception – Limited number available

- Host a private drinks reception in a private room for 30 people before the Awards Gala Dinner begins. Entertain your guests with six bottles of Prosecco, 24 bottles of beer and orange juice.

Rate: £750

Additional upgrades

If you are interested in upgrading your exhibition stand to include some further sponsorship, please email scotconf25@conferencecare.com or call **02476 369 746** where we can discuss a bespoke package for you.

SPONSORSHIP PACKAGES

Platinum packages

Conference headline sponsorship - **SOLD**

- Co-branding linked with title (eg “sponsored by”)
- Naming of the plenary suite
- Introduction of the opening plenary speaker (max 90 seconds)
- Three x two-day exhibitor passes
- Two x tables for 10 people at the awards dinner with wine included
- Hotel accommodation for two on the awards evening
- Exhibition space with a six ft trestle table with a table cloth in a premium position
- 100-word editorial and logo in conference programme
- 100-word editorial and logo on the exhibitor and sponsors pages on the Scottish Fundraising Conference website
- Feature headline sponsor page on the Scottish Fundraising Conference website
- Opportunity to communicate with delegates prior to conference, via Chartered Institute (one week to go introduction and one welcome to conference email)
- Full page advert in conference programme
- Logo feature on the front page of the conference programme
- Sponsor logo on plenary holding slide
- Opportunity to place branded pop-up stands on stage for opening and closing plenary
- Sponsor logo and headline sponsor credit in all relevant Chartered Institute pre-conference emails
- Opportunity to insert a useful item in the delegate bag
- Guaranteed involvement in the annual ‘Talking Head’ interview series
- Enhanced exposure via status as awards wine sponsor which will include sponsor logo in pre-awards promotion, 100-word editorial in awards programme and half-page advert in the awards programme
- Private space to host your dinner guests for pre-dinner drinks and drinks (20 glasses of sparkling wine, 14 bottles of beer and orange juice)
- 10 conference passes that could be distributed to clients.

Rate: £7,500 + VAT

Awards headline sponsorship

- Exclusive sponsorship of up to nine awards at the awards ceremony
- Opportunity to present and announce a maximum of four awards during the awards ceremony
- Two x tables for 10 at the awards dinner
- Two x two-day conference passes
- Hotel accommodation for two people on the evening of the awards dinner
- Sponsor logo on holding page pre-awards
- Sponsor logo on stage during the awards ceremony
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails recognised as ‘Awards Headline Sponsor’
- 100 word editorial and logo in awards programme
- Full Page advert in awards programme
- Opportunity to send out a pre-dinner sponsor email to all dinner attendees
- An awards sponsor feature on the awards event site
- Opportunity to display a roller banner within the drinks reception
- Private space to host your dinner guests for pre-dinner drinks and drinks (30 glasses of sparkling wine, 24 bottles of beer and orange juice)
- Mention in the post awards press release

Rate: £4,000 + VAT

Gold packages

Jobs board sponsorship

- Listed as a Gold sponsor
- Premium corner exhibition space
- Six ft trestle table with a table cloth
- Small cocktail round table with two chairs ideal for small meetings
- Two x two-day exhibitor passes
- Opportunity to insert useful item in delegate bag
- 100 word feature in an all exhibitors pre-event email
- 100 word editorial and logo on the Scottish Fundraising Conference website
- 100 word editorial and logo in conference programme
- Opportunity to communicate with delegates prior to conference, via the Chartered Institute (one email sent within one month before the event)
- Hotel accommodation for two on the awards dinner evening
- One x table of 10 at the annual awards dinner

Rate: £2,750 + VAT

Track sponsorship

- Opportunity for company representative to introduce speakers/sessions within sponsored stream
- Sponsor recognised on a holding slide
- Sponsor to place banner within room
- 100 word editorial and logo in conference programme (company name will be printed beside relevant sessions)
- Opportunity to insert useful item in delegate bag
- One x half page advert in conference programme
- Two x two-day conference passes
- Two x tickets for the awards dinner
- Hotel accommodation for two people on the awards dinner evening
- Inclusion in the pre-conference sponsor emails
- Logo on the front page of the conference programme

Tracks to sponsor:

- Community, Events and Supporter Engagement -
Sold to Conference Care with a three-year partnership agreement
- Individual Giving
- Legacies (one day)
- Management and Strategy
- Marketing, Digital and Communications
- Personal Development
- Sector Insight
- Small Charities
- Small Charities (one day)
- Trusts, Philanthropy and Partnerships -
Sold to DoubleTree by Hilton Glasgow Central

Rate: £1,750 + VAT

Speaker sponsorship

In return we will offer you:

- Opportunity for a representative of your company to speak at the closing plenary. Introducing your company as speaker sponsor, explaining your support and then introducing the closing speaker (max 90 seconds)
- Two x two-day conference passes sponsor passes
- Hotel accommodation for two on the awards evening
- One table of 10 at the awards dinner (wine included)
- Sponsorship of the exclusive speakers lounge which can be branded
- Full page advert in conference programme
- Logo feature on the front page of the conference programme
- 100 word editorial and logo in conference programme
- 100 word editorial and logo on the sponsors page on the Scottish fundraising conference website
- Email invitation to be sent to all speakers introducing your company as speaker sponsor and inviting to one-day training event (to be sent in summer 2025)
- Opportunity to communicate with delegates prior to conference, via the Chartered Institute (one email sent discussing sponsorship)
- Opportunity to publish a blog outlining the benefits of speaking at conference to be published on Chartered Institute website and promoting across Chartered Institute Scotland's social media platforms
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails
- Opportunity to insert useful item in delegate bag

Rate: £3,000 + VAT

Virtual delivery partner

Since 2016 the Scottish fundraising conference has been proud to offer content from the conference for those unable to join us at the event free of charge. In 2023, this included broadcasting both plenary presentations on Facebook along with two exclusive roundtable discussions and a series of talking head interviews. As our virtual delivery partner your support will ensure this output continues.

As virtual delivery partner you will receive:

- 100 word editorial and logo on conference website and programme
- Naming rights (something like 'Scottish Fundraising Conference virtual offering sponsored by "Company name"').
- Logo and recognition on emails and social posts announcing/promoting virtual output
- Logo on the front page of the conference programme
- Inclusion in the pre-conference sponsor email
- Two x conference passes
- Two x places at the awards dinner
- Hotel accommodation for two people on the awards evening
- Opportunity for company representative to participate in roundtable discussion and/or talking head interview.

Rate: £2,000 + VAT

Print sponsorship –

As print sponsor you will provide complimentary printing for:

- 500 x conference programmes
- 350 x awards brochures
- Award certificates

In return we will offer you:

- 100 word editorial and logo in conference programme
- 100 word editorial and logo on the Scottish Fundraising Conference website
- Inclusion in 'all sponsors' email one month before event
- Opportunity to place an item in the delegate bag
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails
- Sponsor Logo feature on the front page of the conference programme, awards brochure and also on A5 flyer
- A complimentary exhibition stand
- Two x two-day exhibitor passes
- Hotel accommodation for two people on the awards evening
- Two x tickets to the Awards Gala Dinner
- One full page advert in the conference programme

Rate: Cost of production

Silver packages

Bursary sponsorship

Every year we provide up to 15 bursary places for fundraisers from smaller organisations who could not afford to come to the conference on their own. This is an opportunity for you to be associated with developing fundraisers for the future.

- 100 word editorial and logo in conference programme
- 100 word editorial and logo on the Scottish Fundraising Conference website
- Inclusion in 'all sponsors' email one month before event
- Opportunity to insert useful item in delegate bag
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails
- Sponsor logo feature on the front page of the conference programme

Rate: £1,250 + VAT

Awards entertainment sponsorship

- Sponsor logo on holding page pre-awards
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails recognised as 'Awards Entertainment Sponsor'
- 100 word editorial and logo in awards programme
- 100 word editorial and logo on the awards website
- Opportunity to have a banner next to the entertainment
- Full page advert in the awards programme

Rate: £1,000 + VAT or supply of entertainment

Bronze packages

Product sponsorship

- 100 word editorial and logo in conference programme
- 100 word editorial and logo on the Scottish Fundraising Conference website
- Inclusion in 'all sponsors' email one month before event
- Opportunity to insert useful item in delegate bag
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails
- Sponsor logo feature on the front page of the conference programme

Products to sponsor:

- Lanyards
- Delegate bags – **Sold to DoubleTree by Hilton Glasgow Central**
- Volunteer t-shirt sponsor
- Chair covers – **Sold to DoubleTree by Hilton Glasgow Central**
- Banners
- Notebooks
- Event DJ – **Sold to DoubleTree by Hilton Glasgow Central**

***Cost of supplies to be borne by sponsor**

Awards centrepiece sponsorship

- Sponsor logo on holding page pre-awards
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails recognised as 'Awards Centrepiece Sponsor'
- 100 word editorial and logo in awards programme
- 100 word editorial and logo on the awards website
- Full page advert in the awards programme
- Two x tickets to the Awards Gala Dinner

Rate: £1,000 + VAT or supply of product

Enhanced bronze sponsorship exposure

- 100 word editorial and logo in conference programme
- 100 word editorial and logo on the Scottish Fundraising Conference website
- Inclusion in 'all sponsors' email one month before event
- Opportunity to insert useful item in delegate bag
- Sponsor logo and credit in all relevant Chartered Institute pre-conference emails
- Sponsor Logo feature on the front page of the conference programme

Rate: £500 + VAT

Additional sponsorship upgrades

Purchase a dinner table

- Invite some clients to join you on a table of 10 at the Scottish Fundraising Awards
- Price includes pre-dinner drinks reception, three-course dinner with wine and entertainment

Rate: £750

Host a private drinks reception – Limited number available

Host a private drinks reception in a private room for 30 people before the Awards Gala Dinner begins. Entertain your guests with six bottles of Prosecco, 24 bottles of beer and orange juice.

Rate: £750

Insert item into the delegate bag*

- A5 – **£300 + VAT**
- A4 – **£450 + VAT**
- Gift – **£500 + VAT**

***Cost to be borne by sponsor**

If you are interested in purchasing a sponsorship or exhibition package, please enquire at scotconf25@conferencecare.com where our team will be happy to assist. Our team are very open to having conversations with you and can help tailor a package to suit your needs.

