



ifc

The International
Fundraising Congress
The Netherlands
16-19 October 2012

Sponsorship and exhibition prospectus 2012



The International Fundraising Congress (IFC) is the world's leading conference for fundraisers and attracts some of the biggest, most progressive non-profit organisations across the UK, Europe, North America, Asia, South Africa and Australia.

With almost 1000 senior level delegates from over 60 countries, this is a unique opportunity to network with this many high level fundraisers from around the world under one roof!



www.resource-alliance.org/ifc

IFC sponsorship and exhibiting opportunities



Our attendees are predominantly drawn from senior management therefore the Congress presents **an ideal opportunity for exhibitors and sponsors** to market their products and services to the most important decision makers in the sector.



Well known global non-profit organisations regularly attend the IFC, such as the Red Cross, WWF, World Vision, World Society for the Protection of Animals, UNICEF, ActionAid, Amnesty International, Greenpeace, NSPCC, IFAW, Plan International, WaterAid, Macmillan Cancer Support, Medecins Sans Frontieres, UNHCR and Save the Children.

Previous sponsors and exhibitors have included Blackbaud, Amado, Adfinitas, Mindwize, ThankQ, Appco Group Support, Management Centre, Ifunds, Whitewater, Flowcaritas, Advocacy Online, Fundraising Initiatives, Fat Beehive, Hey Moscow and RAPP.

'We sponsor the IFC because it is truly the most international fundraising conference of its type - providing a unique forum for the sharing of creative ideas, best practice, innovation and networking on a real and truly international level. Delegates come from highly resourced and resource poor NGOs, all with the same goals in mind, to learn and share.'

Cathy Bauso
Group Managing Director, Fundraising Initiatives

Why exhibit or sponsor at the IFC?

- **Get face-to-face with decision-makers.**

The conference regularly attracts more senior decision-makers than any other conference in the sector.

- **The world's largest and best organisations.**

Delegates at the IFC come from the largest, most renowned charities and NGO's from across the globe to network, learn and do business. It's truly an international event.

- **Outstanding networking opportunities.**

The IFC offers a large amount of networking opportunities including an awards ceremony, networking dinners, informal disco's, drinks receptions and our exhibition areas.

- **All in one captive area.**

As a residential four day conference with all facilities onsite, you will never get to meet this many senior level delegates from the fundraising sector in one place.

The IFC is recognised and respected throughout the fundraising/charity sector. Our IFC brand is solid and trusted and we have a long and proven track record having been running for over 30 years.

Becoming our partner will enhance your brand and its visibility to many non-profit organisations across Europe in particular and the rest of the world.

'The event was a great success and it was a great opportunity for Appco Group Support to network, with many different charities approaching the group with an interest in working together and building better relationships and partnerships.'

'Appco Group is looking forward to participating in next year's event'

Ben Oliver

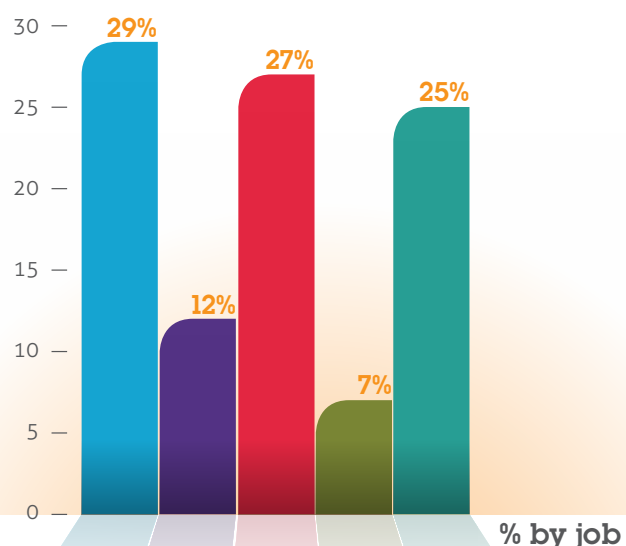
General Manager of Appco Group Support UK



IFC statistics at a glance

Job role breakdown:

- CEO/board/MD/VP
- Head of depts
- Manager
- Special/consultant/advisor
- Other



Sponsorship packages

We offer various levels of sponsorship, including set sponsorship packages in the form of our **platinum, gold, silver and bronze** packages.

We also offer the opportunity to purchase exhibition stands which come complete with delegate passes, plus additional sponsorship opportunities in the form of sponsorship of social functions, networking areas, individual items and advertising opportunities.

'The IFC in Holland is the best annual conference in Europe for reaching the key decision makers in Pan European NGO's. We at Saturn find the opportunity to network and socialise with senior fundraisers invaluable.'

Roderick Power

Vice President, Saturn Corp. (UK) Ltd

PLATINUM SPONSORSHIP – £25,750

Please contact Jon Shepherd to discuss your needs on +44 (0) 20 7065 0806 or email jonathan@resource-alliance.org

GOLD SPONSORSHIP – £15,450

- One standard five day exhibition package including two delegate places. The delegate places include four nights' accommodation which includes an extra night to the standard delegate package for setting up your stand. Also includes all meals and social functions at the conference hotel.
- Two additional delegate passes to the event, including, three nights' accommodation, meals and social functions at the conference hotel
- Your logo on the front cover and in a prime position inside the conference brochure distributed to several thousand fundraising professionals (DEADLINE: 1st February 2012)
- One promotional leaflet included in the delegate bags
- A list of the IFC delegates and their contact details, supplied two weeks before the event for one time use
- Recognition during conference plenaries and social events, as well as sponsor credit signs and banners displayed prominently around the Congress centre
- Your organisation's logo, 100 word description and contact details on the sponsor page in the delegate programme
- Your organisation's logo and hyperlink in the sponsor's section of the IFC website
- Drinks reception for up to 40 of your guests.

SILVER SPONSORSHIP – £8,250

- Two delegate passes to the event, including, three nights' accommodation, meals and social functions at the conference hotel.
- One promotional leaflet included in the delegate bags
- Your logo in a prime position in the conference brochure distributed to several thousand fundraising professionals (DEADLINE: 1st February 2012)
- A list of the IFC delegates and their contact details, supplied two weeks before the event for one time use
- Recognition during conference plenaries and social events, as well as sponsor credit signs and banners displayed prominently around the Congress centre
- Your organisation's logo, 100 word description and contact details on the sponsor page in the Delegate Programme
- Your organisation's logo and hyperlink in the sponsor's section of the IFC website

BRONZE SPONSORSHIP – £4,100

- One promotional leaflet included in the delegate bags
- Your logo in the conference brochure distributed to several thousand fundraising professionals (DEADLINE: 1st February 2012)
- Recognition during conference plenaries and social events, as well as sponsor credit signs and banners displayed prominently around the Congress centre
- Your organisation's logo, 50 word description and contact details on the sponsor page in the Delegate Programme
- Your organisation's logo and hyperlink in the sponsor's section of the IFC website.

Additional sponsorship opportunities

In addition to the headline packages we also offer superb targeted opportunities to sponsor social functions, networking areas, individual items and advertising opportunities. The individual items below can be incorporated into sponsorship packages in negotiation with the Resource Alliance. All opportunities below are exclusive.



All additional sponsorship opportunities include additional exposure from being listed in our Delegate Programme (max. 50 words and a logo) and have your logo and hyperlink on the sponsors and exhibitor's page of the IFC website.

Social functions

Gala Night entertainment - £5,150

The Gala Night is a night of premium entertainment and fun, open to all IFC attendees. Recognition includes your logo as sponsor of the disco and band. A great deal of people at the IFC enjoy attending the Gala Night and having fun, so a high turn-out is assured, providing maximum exposure for you as a sponsor!

Networking dinner - £5,150

For those who prefer a more low key dinner on the Gala Night, the networking dinner provides the perfect opportunity to network in a relaxed atmosphere conducive to conversation. Sponsoring the Networking dinner also provides the perfect platform to entertain key clients and prospects.

Networking areas

Interactive zone, including internet terminals - £4,100

Exclusive sponsorship of this vibrant area includes your logo on the desktop of all PC terminals, listing in our Delegate Programme and a sign at the entrance to the Interactive zone. You can also place one item of your promotional material on the coffee tables.

Chill out lounge - £3,600

Situated in a prime location where the Big Room sessions will be taking place, sponsoring the chill out zone will give your brand plenty of visibility. With a gourmet coffee machine and comfortable seating, this area is sure to be popular with delegates looking for a quiet corner to host an informal meeting or catch up with old friends.

Juice bar - £3,600

Become the exclusive sponsor of the juice bar where attendees often network during session breaks. The juice bar is extremely popular with conference delegates and will ensure that the sponsor of this item will be noticed and make an impact upon attendees. You will also be listed in our Delegate Programme, and have a banner display in a key area.



Individual Items

Message boxes - £3,600

All participants are allocated a message box for leaving each other messages or networking. Sponsoring the message boxes enables you to place your logo in the immediate areas and includes one message drop for your company, plus a listing in our delegate programme (max. 50 words).

Badges and lanyards - £4,100

We offer a golden opportunity for prospective sponsors to get their logo in front of every delegate, by appearing on all badges and lanyards of every attendee at the conference. Your logo and brand will be seen by everyone!

Marketing Email Sponsorship - £6,000

We carry out an extensive marketing campaign to promote the IFC. By sponsoring the promotional emails, your hyperlinked logo will get exposure to almost 15,000 fundraising professionals from across the globe every fortnight.

Delegate note pads - £3,600

We offer the excellent opportunity for your logo to be seen by all delegates throughout the year by featuring on our delegate note pads. Your logo will receive sponsored by recognition and sit beside the Resource Alliance logo on our delegate pads, receiving not just exposure at the event, but throughout the year.

Delegate bags - £4,100

Every single delegate receives a delegate bag which is used by delegates throughout the event and even after the event too. This is your opportunity get your two colour logo on every delegate bag, ensuring great brand exposure throughout the event!

Volunteers - £4,100

Sponsoring our Session Leader and Volunteer team is a fantastic opportunity for your company logo to be repeatedly seen. Your brand will be visible from the moment delegates arrive at Amsterdam Schiphol Airport to when they leave at the end of the week. The volunteers wearing a branded t-shirt will welcome delegates at Schiphol and provide assistance with coach transfers throughout the conference. In addition, Session Leaders will wear your branded t-shirt during sessions for the entire duration of the conference.

Lunches - £4,100

Sponsoring the delegate lunches ensures great exposure of your brand as your logo will be on display in the form of entrance signage and will also be visible on serving points.

Coffee, tea and refreshment points - £4,100

Coffee, tea and refreshment points are situated throughout the conference centre. By sponsoring these points, your company's logo will be visible to delegates on all points throughout the conference centre. You can also place one item of your promotional material on the coffee tables.

Water - £4,100

At the last IFC, delegates requested more water. Your company could be the solution to this! By sponsoring the water your logo will be on plastic refillable water bottles that will be included in every delegate bag, and also present by the water coolers throughout the venue.

60 minute sessions - £3,600

Taking place on Wednesday afternoon, these fast moving dynamic sessions feature some of our best known speakers. Sponsorship of these sessions includes your branding displayed during each of these sessions, as well as in the conference programme.

Big Room sessions - £3,600

The five Big Room sessions run in parallel to the workshops on Thursday and Friday in Sorbonne 2, attracting a higher attendance than regular Workshops. With your branding highly visible throughout these sessions, as well as in the conference programme, maximum exposure for your brand is guaranteed.

IFC App - £4,500

This year we will be producing a sponsorship funded IFC app which delegates will be able to download, and will feature many useful items for delegates including session timetable, conference centre maps and much more. By sponsoring this item, your logo and link will be in prime position in front of all delegates using the app.

Advertising opportunities (not exclusive)

Flyer in delegate bag - £1,050

Delegate Programme advert - £525 for half page - £1,050 for full page

Inserts in delegate message boxes - £1,050

Other items for sponsorship are available on request

VAT will be charged on all packages and individual items as applicable.

Exhibiting opportunities

The IFC has two exhibition areas situated in the main refreshment areas of the conference centre. These areas get very busy, particularly during breaks between sessions and are ideal opportunities to launch new products and services and promote your organisation's current offerings to a highly targeted audience.



What's included in your exhibition package?

Standard 5-day Exhibition package including access to all sessions - is £4,400

Includes:

- One exhibition space (6sqm – 3m x 2m), from 15 to 19 October
- Two delegate passes to the event, including all meals and social functions (includes entrance to conference sessions)
- Four nights (15, 16, 17, 18 October) single room accommodation at a 4* hotel for two people (including coach transfers), this enables exhibitors to set up their space on Monday in time for the first arrivals on Tuesday
- Name and hyperlink in the exhibitor's section of the IFC website
- Your organisation name listed in the conference brochure distributed to several thousand fundraising professionals (DEADLINE: 1st February 2012)
- Logo, contact details and exhibition stand location in the exhibitor's section of the IFC Delegate Programme.



For more information:

Please contact Jon Shepherd to discuss your needs on +44 (0) 20 7065 0806 or email jonathan@resource-alliance.org

Exhibition hours:

Monday 15 October:	arrival and set up during the afternoon
Tuesday 16 October:	arrival of Masterclass delegates - exhibition areas open 09.00-18.00
Wednesday 17 October:	exhibition areas open 09.00-18.00
Thursday 18 October:	exhibition areas open 09.00-18.00
Friday 19 October:	take down from 12.30 onwards

'As an online platform specialising in global donations and corporate fundraising, the audience attending made the IFC the ideal conference for Ammodo to exhibit at. Overall the conference has a good calibre of speakers, is very social and has great opportunities to meet influential people within the fundraising field. The organisers were most helpful and we found the event very useful in terms of positioning our brand and strengthening and developing relationships within the large non-profits with which we are already working. We would certainly recommend it as a key event in the fundraising calendar.'

Clodhnaigh Conlon

Business Development UK, Ammodo

'We have been at the International Fundraising Conference for many years. Presenting our new alliance of companies at the conference in 2011 was a great opportunity for us. Most of our members are helping organisations in counties where major gifts fundraising is still in its early days. Being a truly international conference, the IFC has given us exposure to a vast number of fundraisers that work outside of the US and UK and thus face the same challenges that we and our clients have to overcome. We are looking forward to returning to the Congress next year!'

Johannes Ruzicka

Founder, MIRA Alliance

'This was our first time exhibiting at the IFC and it certainly won't be our last. The event was extremely well organised and the venue was superb. The quality and diversity of Workshops was second to none - we all learnt something! Most importantly we had some very interesting conversations and met many lovely people.'

Samantha Gibson

thankQ ltd



For more information

...about the Resource Alliance and the International Fundraising Congress (IFC) contact:

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Email: ifc@resource-alliance.org

www.resource-alliance.org/ifc

..about sponsorship:

Please contact Jon Shepherd to discuss your needs on

+44 (0) 20 7065 0806 or email
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