IFC 2024

PARTNERSHIP OPPORTUNITIES

the resource alliance

A PREMIUM HYBRID CONGRESS EXPERIENCE

In October 2024, the Resource Alliance will bring the global fundraising community together for four days of rich, robust, and innovation-led learning and sharing at the International Fundraising Congress (IFC). The event will be delivered on-site in the Netherlands with selected sessions streaming in a hybrid format for live interaction between in-person & online delegates.

Brilliantly curated by the IFC Advisory Panel, comprised of leading fundraisers from across the globe, IFC 2024 will give our partners the opportunity to connect with over 1,000 fundraisers and social impact leaders from over 90 countries.

WHY BE PART OF IFC 2024?

Widely regarded as the best international fundraising conference in the world, IFC 2024 will provide you with the opportunity to connect, share, and build relationships - in person and online - with a wide range of local and international NGOs eager to discover new and improved ways to accelerate and strengthen their fundraising and increase their impact.

Build relationships and generate leads

Meet and engage one-on-one with a captive audience in an intimate networking environment that results in stronger connections.

Be seen by tens of thousands

Have your branding across marketing and promotional assets shared regularly with over 30,000 people in the lead-up to and during event.

CONNECT WITH KEY DECISION-MAKERS

IFC has always attracted senior fundraisers at management and director level from a wide range of organisations, from large international NGOs to national and local social impact organisations.

They come to learn and to discover new, better, and more cost-effective ways to generate resources and accelerate impact.

We estimate that 70% of delegates have influence over budget spend.

DELEGATES BY ROLE

- CEO/director/board member 49%
- Senior manager/head of 19%
- Manager 13%
- Officer/asst./executive 11%
- Other 8%

WHO YOU'LL MEET AT IFC 2024

The in-person event in the Netherlands typically attracts 700+ delegates. Previous delegates have represented over 90 countries.

- Europe 53%
- Africa 20%
- Asia 9%
- North America 9%
- South America 6%
- Australia/New Zealand 2%
- MENA 1%

OUR DELEGATES

The International Fundraising Congress attracts participants from across the social impact sphere; it's about so much more than fundraising!

At IFC 2024, your organisation will build connections with:

- **Resource mobilisers**
- **Campaigners**
- **Changemakers**
- **Fundraisers**
- **People managers**
- **And many more!**

Past particpant organisations include:

PETA
Clini Clowns
unicef
Cyril Ramaphosa FOUNDATION
peace direct
CATS PROTECTION
NOAH HOME · HEALTH · HAPPINESS
Stichting tegen Kanker
WAKKER DIER
OXFAM
MEDECINS SANS FRONTIERES LEGER UTEN GRENSER
cbm christoffel blindenmission
BUND FREUNDE DER ERDE
UNHCR The UN Refugee Agency
PLAN INTERNATIONAL
biovision
BROOKE ACTION FOR WORKING HORSES AND DONKEYS
Save the Children
amref health africa
ROTE NASEN CLOWNDOCTORS
Leonard Cheshire
The Children's Trust For children with brain injury
BÜNDNIS 90 DIE GRÜNEN
FFTP FOOD FOR THE POOR
Garvan Institute of Medical Research
RNID
SOS CHILDREN'S VILLAGES INTERNATIONAL
HRANT DINK VAKFI HRANT DINK FOUNDATION ՀՐԱՆՏ ԴԻՆՔ ՀԻՄՆԱԿ
FOUR PAWS
FCA Finn Church Aid
GREENPEACE
dutch burns foundation nederlandse brandwonden stichting
Hjärt-Lungfonden
BCSPCA 1895 125 2020 YEARS OF PROTECTING ANIMALS
WOOD GREEN The Animals Charity
ACTION AGAINST HUNGER
HEKS EPER
CARITAS Schweiz Suisse Svizzera Svizra
Cork Simon Community
ARTS COUNCIL ENGLAND
The Children's Society

WHAT OUR PREVIOUS PARTNERS HAD TO SAY:

“Daryl Upsall International is proud, once again, to be a returning partner for IFC and are delighted with the profile and visibility that the in-person and online events give us. The IFC is an excellent opportunity for our team to meet potential clients in global leaders from across the social impact sector, as well as candidates for the roles that we hire. As a team, we enthusiastically look forward to IFC each year.”

Daryl Upsall
President
Daryl Upsall International

“The Resource Alliance Community is uniquely positioned to elevate conversations and collaboration among global fundraising professionals at a time when we need it the most. The IFC convening in the Fall is the culmination of the extraordinary set of opportunities RA curates year round to support our learning and growth in the sector. Don't miss it!”

Sterrin Bird
Senior Director, Nonprofit Industry Advisor
Salesforce

PARTNERSHIP PACKAGES

BENEFITS	HEADLINE	SILVER	BRONZE
BRANDING	Presented as headline partner both in person & online	Visibility in person & online	Visibility in person & online
LANYARDS	Your brand logo on lanyards worn by every delegate, speaker, volunteer, & team member	n/a	n/a
SESSIONS	60-minute main programme workshop slot (in person & livestreamed)	In-person Innovation Hub session	In-person Innovation Hub session
ON-SITE EXPO BOOTH	Large premium in-person expo booth in addition to online expo booth	Large in-person expo booth in addition to online expo booth	In-person expo booth in addition to online expo booth

PARTNERSHIP PACKAGES (CONT.)

BENEFITS	HEADLINE	SILVER	BRONZE
PARTICIPANT DATA	GDPR compliant (opt-in only) for online and in-person delegates	n/a	n/a
BESPOKE OPTION	n/a	One bespoke sponsorship opportunity, e.g. Gala Night dinner	n/a
COMPLIMENTARY TICKETS	3 x in-person inc. masterclass & accommodation, 50 x online	2 x in-person inc. masterclass & accommodation, 20 x online	1 x in-person standard programme w/accommodation, 10 x online
COST	£60,000	£30,000	£15,000

ADDITIONAL PARTNERSHIP OPPORTUNITIES

COFFEE TRUCK	£10,000	Branded coffee truck located in the marketplace with high foot traffic
PHOTO BOOTH	£4,000	Branded booth with your brand logo printed on every photo received by delegates
WELLNESS PARTNER	£5,000	Acknowledged as partner of our wellbeing programme, which can include yoga, mindfulness, sound baths, etc.
JOBS BOARD	£2,500	Branded jobs board in main lobby (inc. dedicated email to participants)
ACCESSIBILITY PARTNER	£6,000	Sponsor live captioning for online & in-person delegates & translation for online audience

IFC2024
For more information or to discuss partnership opportunities,
please contact events@resource-alliance.org