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The International Fundraising Congress, or IFC, is more than a conference. It’s a global gathering for fundraisers and social impact leaders and change-makers.

It’s an all-inclusive experience where participants can truly immerse themselves in learning, sharing, inspiration, reflection and networking.

**IFC’s richly curated programme brings together the best ideas, newest concepts, and most innovative solutions from the social impact sector and beyond.**

Each year the IFC attracts 1,000 participants from 65+ countries. The majority are key decision-makers in their organisations.

**IFC features around 100 world-class speakers from across the globe, delivering a variety of sessions – from deep-dive masterclasses to interactive workshops, inspirational plenaries to big room keynotes.**
TOPICS INCLUDED

• Fundraising
• Ethics
• Building high performance teams
• Social enterprise
• Corporate and major donor partnerships
• Leadership and strategy
• Digital marketing, data and technology platforms
• Financial innovation and so much more

IFC also offers a full and fun social programme including networking dinners, a Gala Night, and well-being programme. There is always something going on for everyone!

We’re also firmly committed to reducing the impact of IFC on the environment. As part of our Environmental Policy we have drastically reduced our use of single-use plastics; built our exhibitor Marketplace out of recycled and upcycled materials, converted from a printed brochure to a conference app; and offer a largely vegetarian menu throughout conference.
WHY IS IFC SO POPULAR?

IFC is widely considered one of the leading not-for-profit sector conferences in the world. Delivering gold-standard participatory learning sessions and achieving an overall conference approval score of 86%!

More specifically, here’s how IFC rated on the following questions in our 2019 delegate survey:

- Sharing new ideas & diverse examples: 83%
- Variety of speakers: 77%
- Opportunities to develop new skills: 76%
- Including new models: 75%
- Changing mindsets: 74%
DELEGATE QUOTES

Here is what some of our 2019 delegates had to say about their IFC experience:

“The speakers, especially at the opening and closing plenary, were very inspiring and motivating. Besides, it was exciting to meet fundraisers from all over the world and learn how fundraising works in their home countries.”

SARAH TRÄDER, GERMANY

“I experienced the IFC as a place where you needed to cut the air with a knife to escape an atmosphere full of creativeness, ideas and experts know-how. Already following up our fundraising strategy the IFC taught me that there are possibilities in so many hidden spots to reach improvement.

I learnt from so many perspectives on donors, from professionals, discussions and people I engaged with. I left the IFC with plenty of contacts and with a large To-Do-List to get in action.”

NINA KASTEN, THE NETHERLANDS
"Attending IFC 2019 was such an eye-opening experience, one that I will never forget. You guys are doing amazing work and thanks to you I am now part of a network of change-makers from all over the world! I got to meet some really interesting people and I look forward to building relationships that will grow me as a fundraiser and enhance the work that I do here in South Africa."

KARABO MOSHODI, SOUTH AFRICA

"I felt very inspired by the presenters at the opening and closing plenaries and by the speakers in the classes. They were motivated to convey their stories. Also, I was fascinated with the opportunity to meet and chat with people from all over in one place."

MONICA ALVARADO, PANAMA
WHY BECOME AN IFC PARTNER?

If you provide services to the charity or NGO sector and want to meet with fundraisers and key decision-makers from a wide range of organisations, then you need to be part of IFC 2020!

Trusted and respected globally, many IFC delegates return each year to hear the latest trends, discuss challenges and opportunities and meet their future suppliers and partners.

IFC is the perfect opportunity to engage with a global audience of fundraising leaders and change-makers from all over the world.
WHO YOU WILL MEET AT IFC

Every year IFC hosts 1,000 fundraising leaders from around the world who come together to immerse themselves in four days of learning and sharing.

90% of IFC participants have influence over how budget is spent when looking for services.

IFC PARTICIPANTS - BREAKDOWN BY ROLE

- **30%** Fundraising Change-Makers
- **25%** Fundraising Directors
- **15%** Communication & Marketing
- **10%** Digital & Creative
- **10%** Fundraising Managers
- **10%** CEO & Board Members
PAST PARTNER FEEDBACK:

“Thank you both so much for everything once again. We heard nothing but great things about IFC again this year, and the team had a blast.”
MACKENZIE GRAYSON, BLAKELY

“I cannot say enough about how amazing our experience was at IFC, we are in AWE of the amount of work you all do behind the scenes to make this happen! Congratulations once again on an amazing experience for everyone. I will always recommend the IFC to other vendors and NGO’s that I meet with because you all put your heart and soul into this event and deserve to have as many people as possible know about and support it!”
DAVE GRIFFITHS, STRATEGIC ALLIANCE MANAGER NGO, SAFE GUARD GLOBAL
WHAT’S NEW FOR IFC 2020?

In 2020 the IFC celebrates its 40th anniversary. To mark this very special occasion we are planning a number of new, exciting additions for IFC 2020 based on feedback from our delegates and past partners on what they want to see at the conference:

- **Sustainability Partner (£30,000)**, including three tickets to the conference, sponsorship of one key event, prominent branding on the conference app, and a feature in our global newsletter.

- **Sponsorship of the Global Fundraising Awards on Wednesday evening (£15,000)** to include two tickets to the conference, a place on our judging panel and a table at the awards themselves to host up to 10 guests.

- **Sponsorship of our birthday drinks (£5,000).**
**KEY INFORMATION**

**IFC 2020 takes place from 13 – 16 October 2020.**

The IFC is hosted at the NH Leeuwenhorst Hotel, a four-star hotel in Noordwijkerhout, close to the popular beach resort of Noordwijk. The IFC venue is large enough so comfortably accommodate 1,000 participants, whilst maintaining an intimate, warm and welcoming appeal.

**Located about 40 minutes from Amsterdam city centre and Amsterdam Airport Schiphol. Delegates can choose to stay onsite at the conference centre hotel or at one of the nearby satellite hotels.**

This means that once on-site delegates generally stay on-site until the conference ends, thereby increasing the amount of time for you to network and engage with delegates.
HOW TO BE PART OF IFC 2020

There are several ways to be part of IFC and we would welcome an opportunity to discuss what you most want to achieve and how we can meet this through IFC and other Resource Alliance digital and in-person events.

We’re ready to work with you to create a tailor-made package to meet your specific needs.
PARTNERSHIP LEVELS

For the first time, we are introducing additional partnership levels to further acknowledge your support of IFC 2020.

**PLATINUM PARTNERS**  
(FROM £35,000)

**GOLD PARTNERS**  
(FROM £20,000)

**SILVER PARTNERS**  
(FROM £10,000)

**BRONZE PARTNERS**  
(FROM £5,000)

For a truly bespoke Platinum Package from £35,000 and above, we’ll work with you to create a suite of benefits which will meet your business needs and objectives.
PARTNERSHIP LEVELS...

**GOLD PARTNERS (FROM £20,000)**

As a Gold Partner we will work with you to create a bespoke package to meet your business needs and objectives. This may include:

**BEFORE IFC**
- Acknowledgement as a Gold Partner on the RA website
- Feature in the RA newsletter – RAPP (sent monthly to our 25,000 database)
- Logo on all delegate emails – pre and post event
- Access to a list of participating organisations & countries

**DURING IFC**
- Three conference tickets with 3 nights’ onsite accommodation
- Sponsorship of one of the key engagement spaces i.e. Resource Café and Innovation Hub.
- Listing on the IFC App
- Logo on the IFC partner board
- Longer holding slide at the Opening or Closing Plenary
- Logo on the auditorium big screens during Wednesday and Thursday night dinners
- Invitation to attend the Speakers Dinner
- Eco-friendly promotional item in conference bags

**SILVER PARTNERS (FROM £10,000)**

As a Silver Partner, benefits may include:

**BEFORE IFC**
- Acknowledgement as a Silver Partner on the RA website
- Logo on all delegate emails – pre and post event

**DURING IFC**
- Two conference tickets + 3 nights’ onsite accommodation
- Sponsorship of one key activity. E.g. Wednesday Night Global Fundraising Awards, Thursday Gala Night, Opening or Closing Plenary
- Listing on the IFC App
- Logo on the IFC partner board
- Holding slide at the Opening or Closing Plenary
- Logo on the auditorium big screens during Wednesday and Thursday night dinners
- Invitation to attend the Speakers Dinner
- Eco-friendly promotional item in conference bags

All those supporting at the £5,000 level and above will be acknowledged as Bronze Partners.
INNOVATION HUB
This has a prime location to meet and engage with conference delegates, it is centrally located near the main restaurants and registration desk. Sponsorship of this area includes:
• Three conference tickets with 3 nights’ onsite accommodation at the conference venue hotel.
• Logo on the IFC 2020 landing page
• Information on the IFC 2020 App
• Branding around the IFC conference centre
• Opportunity to brand and name the Innovation Hub and host short sessions using noise reducing headsets for small groups.

£30,000

RESOURCE CAFÉ
• Two conference tickets with 3 nights’ onsite accommodation at the conference venue hotel.
• Logo on the IFC 2020 landing page
• Information on the IFC 2020 App
• Branding around the IFC conference centre
• Logo included in IFC promotional email
• Opportunity to brand the Resource Cafe, which plays host to multiple sessions throughout the conference in addition to evening social events

£30,000

PLEASE NOTE
• EXCLUDES ANY AUDIOVISUAL OR OTHER SPECIAL EQUIPMENT REQUIRED.
• ADDITIONAL CONFERENCE TICKETS CAN BE ADDED AT £2,050 PER TICKET.
PLENARIES
The main attraction for many, sponsorship of the opening and closing plenaries will expose your brand to the full conference delegation. Each plenary is live-streamed to a global audience, which further increases exposure and is filmed for future use at IFC Pop Ups.

£15,000

NETWORKING DINNER
Sponsorship of this sit-down three-course meal is a key opportunity to be exposed to the full conference delegation. Branding will be placed on each table and on the big screens through the evening.

£12,500
THE BIG ROOM
This is where we host big discussions, debates and conversations with a big audience. As the sponsor your branding will be outside the venue and on the stage throughout the duration of the conference.

£10,000

DELEGATE LANYARDS
Branding on 1,000 delegate lanyards worn each day by all IFC delegates, partners and speakers throughout the 4-day conference.

£10,000

COFFEE AND TEA STATIONS
Branding of all coffee and tea stations throughout the conference centre. Includes sponsorship of Barista Coffee station located in a high-traffic area surrounded by tables and chairs to facilitate engagement.

£10,000
MARKETPLACE BOOTH
(3.2x1.6m with furniture)

- One conference ticket with 3 nights’ onsite accommodation at the conference venue hotel.
- Logo on the IFC 2020 landing page
- Information on the IFC 2020 App
- Branding around the IFC conference centre

£8,500
CONFERENCE BAGS
Sponsorship of our environmentally-friendly conference bags will ensure that your brand is seen repeatedly throughout the 4-day conference by all attendees.
£8,000

CONVERSATION LOUNGE
One of the most popular areas at IFC, this is the space where delegates recharge, set up private meetings and catch up on emails and calls. Sponsorship includes branding throughout this large area.
£8,000

JOBS BOARD
Specially constructed to maximise attraction and engagement. A digital version of the jobs board will also be included in the conference App to increase engagement.
£6,500

SESSION LEADER SHIRTS
Bright and bold and worn by all session leaders who are in every session, big room and plenary throughout the conference. They stand out as will your brand if it’s on the back of each top!
£5,000
**BRONZE PARTNER SPONSORSHIP OPPORTUNITIES**

- **CHARGING STATIONS**
  Sponsorship of power bank stations located in the Marketplace and Media City. Opportunity to include branded promotional material.
  
  **£5,000**

- **CONFERENCE WI-FI**
  Sponsorship includes naming the WiFi (i.e. your company name) and branded WiFi signage throughout the venue.
  
  **£6,000**

- **PHOTO BOOTH**
  One of the most popular attractions, the photos generated become long-lasting mementos of a delegates IFC experience.
  
  *Excludes a ticket.
  
  **£2,500 (one day & night)**
  **£5,000 (full conference)**

**ADDITIONAL BENEFITS:**

- The opportunities all include one IFC ticket and onsite accommodation for 3 nights (valued at £2,050).
- All sponsor/partner logos will be included on the IFC App (launched two weeks before the conference), on the IFC 2020 home page and in promotional emails (email footer).
- Sponsorships valued at £8,000 and over are invited to include an environmentally sensitive promotional item in the delegate bags.
BECOME AN IFC MARKETPLACE PARTNER

The IFC Marketplace is our main exhibitor area where all our Marketplace area booths are located.

The IFC Marketplace is centrally located in a high footfall area on the main access route to the auditorium where we hold our opening/closing plenaries and our big social events such as; our Wednesday evening showcase dinner and our infamous Gala Night Party.

We are committed to ensuring our Marketplace partners have the best chance of meeting the delegates who matter most to them.

We work hard and creatively to create a space which prioritizes engagement and interaction between our partners and delegates.

Rather than “standard shell” booths, the IFC Marketplace is constructed from recycled and upcycled materials making it unique and environmentally friendly.

We build the booth structure, supply the furniture and print logo signage all within the cost of a booth package.

The Marketplace is open from 08:00 - 20:00 each day, so that participants can have the optimum amount of time to visit you at your booth and talk to you about their organizational business needs.
WHERE THE FOOTFALL IS HIGHEST

Here are some of things we will be doing at IFC 2020 in the Marketplace to drive footfall and encourage engagement:

• Tuesday evening drinks reception (for all masterclass delegates and speakers)

• Special IFC 40th Anniversary drinks reception with interactive games at each booth on the Wednesday night (for all IFC delegates and speakers)

• Numerous coffee and tea stations
# IFC 2020 Partnership and Sponsorship Benefits Matrix

<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
<th>Price</th>
<th>Marketplace booth <em>(3.2 x 1.6m)</em> with furniture</th>
<th>IFC ticket plus 3 nights’ onsite accommodation</th>
<th>Promotional item in conference bag</th>
<th>Logo on the IFC website</th>
<th>Logo on IFC delegate emails</th>
<th>Listing on IFC App</th>
<th>Logo on the auditorium big screens</th>
<th>IFC Partner Board branding</th>
<th>Additional branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td><strong>INNOVATION HUB</strong></td>
<td>£30,000</td>
<td>✔️</td>
<td>x3</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
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<tr>
<td>Gold</td>
<td><strong>RESOURCE CAFE</strong></td>
<td>£30,000</td>
<td>✔️</td>
<td>x3</td>
<td>✔️</td>
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<tr>
<td>Gold</td>
<td><strong>SUSTAINABILITY PARTNER</strong></td>
<td>£30,000</td>
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<td>x3</td>
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<td>✔️</td>
</tr>
<tr>
<td>Silver</td>
<td><strong>GLOBAL FUNDRAISING AWARDS</strong></td>
<td>£15,000</td>
<td>✔️</td>
<td>x2</td>
<td>✔️</td>
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<tr>
<td>Silver</td>
<td><strong>PLENARIES</strong></td>
<td>£15,000</td>
<td>✔️</td>
<td>x2</td>
<td>✔️</td>
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<tr>
<td>Silver</td>
<td><strong>NETWORKING DINNER</strong></td>
<td>£12,500</td>
<td>✔️</td>
<td>x2</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Silver</td>
<td><strong>BIG ROOM</strong></td>
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<tr>
<td>Silver</td>
<td><strong>DELEGATE LANYARDS</strong></td>
<td>£10,000</td>
<td>✔️</td>
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<tr>
<td>Bronze</td>
<td><strong>COFFEE/TEA STATIONS</strong></td>
<td>£10,000</td>
<td>✔️</td>
<td>x2</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Bronze</td>
<td><strong>MARKETPLACE PARTNER</strong></td>
<td>£8,500</td>
<td>✔️</td>
<td>x1</td>
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<tr>
<td>Bronze</td>
<td><strong>CONVERSATION &amp; MEDIA LOUNGE</strong></td>
<td>£8,000</td>
<td>✔️</td>
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<tr>
<td>Bronze</td>
<td><strong>CONFERENCE BAGS</strong></td>
<td>£8,000</td>
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<tr>
<td>Bronze</td>
<td><strong>JOBS BOARD</strong></td>
<td>£6,500</td>
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<td>x1</td>
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<tr>
<td>Bronze</td>
<td><strong>40TH BIRTHDAY DRINKS</strong></td>
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<tr>
<td>Bronze</td>
<td><strong>SESSION LEADER T-SHIRTS</strong></td>
<td>£5,000</td>
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<tr>
<td>Bronze</td>
<td><strong>CHARGING STATIONS</strong></td>
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<tr>
<td>Bronze</td>
<td><strong>CONFERENCE WI-FI</strong></td>
<td>£6,000</td>
<td>✔️</td>
<td>x1</td>
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<tr>
<td>Bronze</td>
<td><strong>PHOTO BOOTH</strong></td>
<td>£2,500 per day (£5,000 for full conference)</td>
<td>✔️</td>
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</tbody>
</table>
LET’S CHAT

If you are interested in exploring one or a combination of these IFC 2020 partnership opportunities, we’d love to chat to you.

Contact Sarah Scarth today:
Email: sarahs@resource-alliance.org
Call: +44 207 065 0810

We’re ready to work with you to maximise your investment in IFC 2020!