



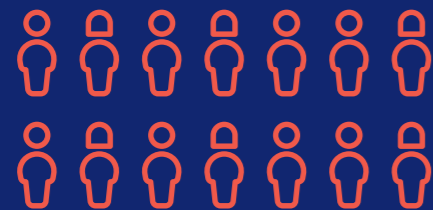
Sponsorship 2023

The Chartered Institute of Public Finance and Accountancy (CIPFA) is a UK-based international accountancy membership and standard-setting body. We are the only professional body globally dedicated to public financial management.

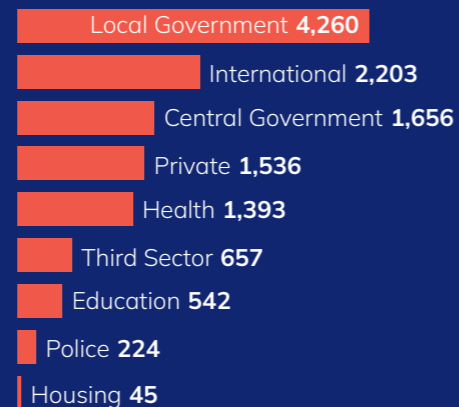
CIPFA believes that improving public services is the key to changing lives for the better and that good public financial management is central to achieving this ambition. To encapsulate everything CIPFA do, we operate under three brand pillars; CIPFA Thinks – relating to driving brand awareness through setting standards, thought leadership and practitioner focused work; CIPFA Develops – for our education, lifelong learning and membership offering; CIPFA Solutions – looking at how we work with customer organisations on the complex issues they face.

We are committed to making a real difference to the world we live in.

14,000+
Members



Work in the following sectors:



Welcome

CIPFA has a long tradition of providing training, support and commentary on the issues facing public bodies, based on our experience of over 130 years of public service. We have an expertise and understanding of public finance, accountability and governance that is second to none.



Rob Whiteman
Chief Executive
CIPFA

While we stand outside party politics, we remain the voice of the finance professional in the public sector and as such it is part of our role to represent the views and experiences of our members and to provide leadership in our sector.

We offer a range of options for you to place your brand and messaging in front of an audience responsible for the delivery of UK public services.

From simple awareness raising of your brand through to opportunities to interact face to face at our various events, we have a range of options to provide you with unique access to senior public sector finance professionals, who manage the resources that support the lives and welfare of millions of UK citizens.

The team and I at CIPFA welcome the opportunity to collaborate with you in the near future on issues that face the public sector."

With best wishes,

72%
in senior positions
within public sector

Why sponsor?



72%

of CIPFA members work at management level



Thought leadership –

chance to get involved in the debate taking place today.

Opportunity of engagement with

over 200



public sector organisations

Online opinion pieces (CIPFA Thinks) received on average

4,000 views



per month from public sector professionals

Members always willing to listen and engage, allows you to build a brand relationship with CIPFA members based on dialogue and collaboration



Over 3,000

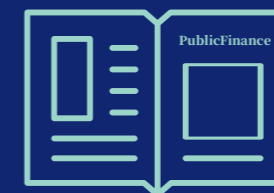
student members, great opportunity to engage with this audience



PF send out daily e-newsletter – delivered to over 24,000

public sector staff

62%



read no other public sector magazine other than PF Magazine



Access to smaller targeted groups of CIPFA members through our strong regional programmes



Increasingly seeing CIPFA membership and influence grow across the world

The CIPFA brand has high degree of credibility with senior finance staff in public sector



Ways to engage with senior public sector finance professionals

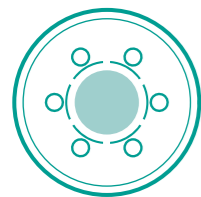


1. Events/Conferences

CIPFA holds a number of conferences and workshops nationally and regionally every year which sponsors can participate, with thousands of delegates from across the public sector getting involved including the most senior decision makers in health, local government and central government.

Options for engagement include:

- Exhibition stands to promote your brand and engage with delegates
- Run a workshop, join a panel session, or take a speaking slot to offer insight and join the debate
- Host a drinks event or sponsor a table at our evening and dinner receptions



2. Roundtable events

These can include either pre-arranged roundtables which can be sponsored, or we can also utilise our broad public sector membership to arrange bespoke roundtables on key topics of your choice. Offers a unique opportunity to gather together senior public sector finance professionals from relevant public sector bodies, to discuss relevant issues and gives you the chance to present your organisation as thought leaders, committed to assist with the issues raised.

They can be delivered face-to-face or virtually, and include a senior CIPFA representative as co-chair, followed by a write up of the key issues arising from the conversation providing guidance for other public sector bodies and raising the profile of your organisation in the process.



3. Sponsorship of a CIPFA Policy Document

CIPFA have a collection of opinion pieces ranging from articles to reports, these reach on average 4,000 public sector professionals per month online. You can work with CIPFA to sponsor one of these documents and create a piece of branded content which via association with the CIPFA brand can position you as a trusted partner and strengthen your organisations reputation and reach within the public finance sector. Sponsorship includes your organisations logo and foreward on the publication, alongside a link back to your website to divert traffic there.



4. Bespoke CIPFA Authorship

Alongside sponsoring a CIPFA document, there is the opportunity to co-work with CIPFA experts who will write and edit a piece which has been fully scoped prior to publication on a topic chosen by your organisation to give you the chance to have an input into the content. This will include a formal press release, CIPFA branding and multiple media communications upon release.



5. Webinars

A great way to provide information, hints, tips and knowledge to an audience that wants to find out more about a particular subject. You can co-host a webinar with CIPFA on a topic which is relevant to your organisation. It is an interactive way to speak to an audience of public sector finance professionals.





6. Surveys

The CIPFA research team can use their membership base to carry out surveys with senior finance professionals with questions designed to elicit responses on key themes chosen by your organisation within the public finance sector realm. We reach organisations that span the entire public sector, and offer a variety of ways to access respondents depending on the need of your organisation.



7. Brand Building with PF Magazine

Public Finance magazine is the official magazine for CIPFA. With 72% of CIPFA members working at management level and 62% reading no other public sector magazine, it is a great chance to raise your organisations profile across the sector with the magazine and e-newsletters reaching over 24,000 public sector staff on a monthly basis. There are a number of options available for your organisation to be involved in PF Magazine including; solus emails; sponsored columns; e-newsletter advertisement; site banners; content hosting.



Zurich Municipal have a long-standing relationship with CIPFA. The relationship has been valuable, and we have worked well collaboratively to make sure we are having the right conversations and providing valuable insight on important topics.

A highlight for us was the Procurement campaign in 2022, in which we collaborated with CIPFA to discuss the importance of strategic procurement. This consisted of a podcast, a webinar, a roundtable, and a workshop at Public Finance Live, rounded off with a cobranded procurement report.

We look forward to continuing to work with CIPFA in 2023 and beyond!



Contact us

To engage with key decision makers within public finance in partnership with CIPFA presents a unique opportunity for you to gain access and deliver messages to the public sector. Developing a sponsorship package over single or multiple years is of great value and allows for the growth of a strong working partnership, enabling CIPFA to work closely with you in helping to achieve your strategic goals.

We are keen to make a partnership work for you, and will always discuss your needs and scope fully an effective sponsorship package, ensuring alignment with CIPFA's policy, marketing and communication themes and in keeping with CIPFA's charitable aims.

To start the conversation, please contact:

Fiona Cantwell
Fiona.cantwell@cipfa.org



We look forward to working with you in the future.





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