



# PPMA Sponsor Packages

2020/21



# Packages: 2020/2021

## Why become a Sponsor?

PPMA is the first choice membership association for public service HR & OD professionals.

We are a passionate, diverse, curious group of people wholly committed to ensuring that our public service organisations are great places to work and champions of delivering services that make all of our lives better.

## Benefits.....

We provide **Reach, Community** and **Influence**

**Reach** – access to key professionals across the public sector

**Community** – a friendly, open group committed to networking, sharing and learning

**Influence** – the opportunity to bring your solutions and products to public sector and help us shape our future thinking

## What options are there?

We've developed a broad range of packages, for those who want to be more focused or those who want to go all in.

Conference

Gold

Platinum

Strategic  
Partner

Extras



# Conference Sponsor

The following sets out in detail our Conference package:

Package	Components	Comments
<b>Conference</b>	Sponsor of PPMA Annual Conference Exhibition Stand	
	Sponsor LOGO inclusion on <a href="http://www.ppma.org.uk">www.ppma.org.uk</a> conference pages.	
	1 Sponsor Conference full seminar pass includes: access to the full 3 days, awards evening dinner and 2 night accommodation.	Additional places purchased at 5% discount off of non-member rates
	5% reduction on sponsor Conference non-member day delegate rate	

Conference

Gold  
Sponsor

The following sets out in detail our  
Gold Package:

Package	Components	Comments
<b>Gold</b>	Sponsor of PPMA Excellence in People Management Award	
	Sponsor of PPMA Annual Conference Exhibition Stand	
	Sponsor LOGO inclusion on <a href="http://www.ppma.org.uk">www.ppma.org.uk</a> conference pages with links to sponsor website AND reciprocal links to the PPMA website	Includes reciprocal PPMA logo on sponsor sites
	2 Sponsor Conference full seminar pass includes: access to the full 3 days, awards evening dinner and 2 night accommodation.	Additional places purchased at 7.5% discount off of non-members rate
	7.5% reduction on sponsor Conference non-member day delegate rate	
	Attendance at regional events - subject to availability and location	
	2 Sponsored articles/advertorials with PPMA President and published on <a href="http://www.ppma.org.uk">www.ppma.org.uk</a> and PPMA Facebook, Twitter and LinkedIn channels	Includes reciprocal articles from PPMA on sponsor sites
	Twice yearly catch up with PPMA President or one of the Strategic Board Vice President's	

Gold



Platinum  
Sponsor

The following sets out in detail our  
Platinum Package:

Package	Components	Comments
Platinum	Sponsor of PPMA Excellence in People Management Award	
	Sponsor of PPMA Annual Conference Exhibition Stand	
	Sponsor LOGO inclusion on <a href="http://www.ppma.org.uk">www.ppma.org.uk</a> conference pages with links to sponsor website AND reciprocal links to the PPMA website	Includes reciprocal PPMA logo on sponsor sites
	2 Sponsor Conference full seminar pass includes: access to the full 3 days, awards evening dinner and 2 night accommodation.	Additional places purchased at 10% discount off of non-members rate
	Membership of PPMA Challenge and Innovation Forum	
	1 Sponsored research with PPMA member participation	
	Attendance at regional events—subject to availability and location	
	3 Sponsored articles/advertorials with PPMA President and published on <a href="http://www.ppma.org.uk">www.ppma.org.uk</a> and PPMA Facebook, Twitter and LinkedIn channels	Includes reciprocal articles from PPMA on sponsor sites
Twice yearly catch up with PPMA President or one of the Strategic Board Vice President's		

Platinum



## Strategic Partnership

### The following sets out in detail our Strategic Partnership:

As well as our valued Commercial Sponsors, we also maintain a series of Strategic Partnerships. These partnerships are typically with organisations who we work with on a policy basis within public services. For example Solace represents Chief Executives in Local Government and the LGA is the membership body for Local Authorities. Working with partners who work in our space enables us to develop better policy, elevate issues that we care about and further raise the collective voice of our profession.

If you are interested in finding out more about our Strategic Partnerships please email us [here](#).



Strategic  
Partner



## Optional Extras

To support your needs, we offer a series of extra options

- Conference Dinner
- Gala Awards Table of 10
- Conference Hotspots
- PPMA MJ Quarterly Supplement
- PPMA CLG.TV Podcast
- PPMA CLG.TV Television Broadcast
- PPMA CLG.TV AnswerTime™ Live
- Regional sponsorship



# Optional Extras— Conference

The following sets out in detail our  
Conference optional extra's

Components	Comments
Sponsor Events Dinner	<ul style="list-style-type: none"><li>• Exclusive marketing in the dining room</li><li>• Banners/other branded signage used in the dining room</li><li>• Can include some marketing materials on the tables can also include favours for the delegates</li><li>• <b>Please note this is only available for one sponsor on a first come first serve basis.</b></li></ul>
Sponsor hot spot at Conference	<ul style="list-style-type: none"><li>• Along with other sponsors you have an allocated time frame to do a pitch on the main stage. Delegates then vote for the winner</li></ul>
Table at the Awards dinner	<ul style="list-style-type: none"><li>• Table for 10 people of your choice at our awards dinner evening</li></ul>



Extras





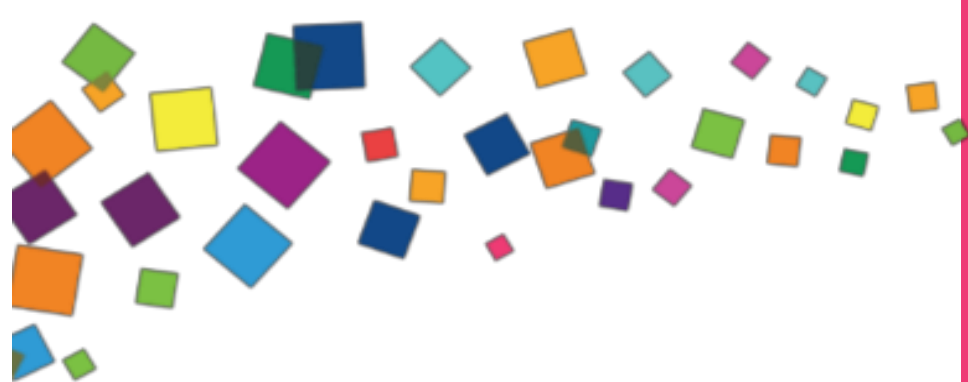
# Optional Extras— Media

The following sets out in detail our  
Media optional extra's

Components	Comments
Quarterly PPMA Supplement in the MJ	<ul style="list-style-type: none"><li>• Headline branding, 1 advert and half page advert</li><li>• Jointly agreed PPMA Let's Talk Strategic Theme per supplement</li><li>• Online and print media distribution to all MJ subscribers</li></ul>
PPMA CLGdotTV AnswerTime™ Conference Edition	<ul style="list-style-type: none"><li>• Joint branding</li></ul>
PPMA CLGdotTV Workforce TV programme	<ul style="list-style-type: none"><li>• Joint branding</li></ul>
PPMA CLGdotTV Workforce podcast	<ul style="list-style-type: none"><li>• Joint branding</li></ul>



Extras



## Optional Extras— Regional sponsorships

Please contact us  
directly for more  
details

The following sets out in detail our  
Media optional extra's

Option	Components	Comments
<b>Regional</b>	Access to regional events only	<ul style="list-style-type: none"><li>• Please contact us to discuss</li></ul>
<b>Bespoke</b>	For some sponsors we may be able to offer a bespoke package to suit targeted needs.	<ul style="list-style-type: none"><li>• Please note that we are moving away from providing bespoke sponsorship agreements. But we are happy to discuss your needs to see if we can accommodate them for 2019/20</li></ul>





## Key Contacts for Sponsors:

General queries:

**Grace Davies**

[admin@ppma.org.uk](mailto:admin@ppma.org.uk)

Sponsorship development:

**Leatham Green**

[executivedirector@ppma.org.uk](mailto:executivedirector@ppma.org.uk)

All financial queries relating to the PPMA:

**Kim McInery**

[finanace@ppma.org.uk](mailto:finanace@ppma.org.uk)

Correspondence directly for the current  
President:

**Karen Grave**

[president@ppma.org.uk](mailto:president@ppma.org.uk)