

PPMA Sponsorship Opportunities 2024/25



Champions for HR in the Public Sector



The Public Services People Managers Association is the leading membership organisation for HR professionals working across the public sector.

Our members help shape the working lives of the 5.74 million public servants who power the delivery of the UK's public services.

Over the last 45 years, we've built the pre-eminent community to champion the highest standards in HR and OD, sharing best practice and shaping the response to every new challenge we face.

We use our voice to ensure public sector leaders understand the critical contribution that HR and OD professionals make to the effectiveness of organisations and deliver of public services.

The No 1
Preeminent
network for HR in
the public sector

45 Year +
Track record

>3,000
Members

5.74m
Employees

Connecting people, knowledge, and ideas



Our thriving network connects our members with knowledge and ideas to improve the way organisations build the people capability they need to deliver top class public services in the following key areas:

- **Recruitment and talent acquisition**
- **Benefits and reward**
- **Diversity and inclusion**
- **Management and leadership development**
- **Training and skills**
- **Learning and development**

We also provide forum to explore the big changes facing the public services: from the future of the workplace, to the ongoing challenge of improving service delivery and new ways of working with the private sector.

Leading the HR agenda



Our comprehensive yearly membership programme is designed to educate, inform, and inspire the best in HR practice. We do this through:

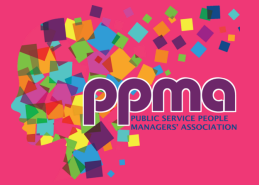
Annual Conference – where we bring the public sector HR community together for a three-day programme rich in insight and ideas with thought-provoking and engaging expert speakers and over 250 attendees.

PPMA Awards – the only dedicated HR awards for the public sector, celebrating best practice in every area of people management.

Virtual conference – a one-day remote event, providing an infusion of best practice and fresh thinking.

Roundtables, dinners, and networking events – regularly bringing HR and OD practitioners together so they can share insight and experience from across the sector.

Leading the HR agenda



Webinars and workshops – fortnightly virtual live and on demand events with our members sharing insights, knowledge, and responses to specific HR challenges through the year.

Research and insight – Sharing knowledge and opinion through our monthly newsletter, website, blog posts, and social channels.

Learning and development – –through our talent development programmes: Peer into the Future, Apprentice of the year and, HR Rising Star and One-to-Watch

The PPMA membership programme is delivered in partnership with our commercial partners.

Sponsorship with a difference: your invitation to partner with the PPMA



Sponsors play an integral role in the PPMA programme.

We look to our commercial partners to share their knowledge and ideas about how organisations can improve their people experience, attract, and retain talent.

Our members, who are responsible for buying a wide range of services, also want to know about potential new partners, products and solutions which are relevant to the challenges they face today.

These mutual interests are at the heart of every commercial partnership which offer an unparalleled opportunity for every sponsor to:

- **Raise brand awareness**
- **Build trust**
- **Create relationships with future public sector buyers**

Sponsorship with a difference: your invitation to partner with the PPMA



Every commercial partnership begins with a consultation which examines each sponsor's goals before recommending a package which will best achieve those objectives.

Once a partnership is in place, we work with each sponsor to put that plan into action and ensure you make the most of the opportunities our network offers.

Our commercial sponsors can choose to contribute to our Challenge and Innovation Forum which shapes the agenda for our membership each year and benefit from regular meetings with the PPMA board.

Drawing on our knowledge of the key issues facing HR in the public sector, we offer enhanced support for those who need help in creating written marketing assets and collateral for their programme.

PPMA Commercial Partnerships



Premium Sponsorship – Investment of £15,000 per year

The top tier of sponsorship provides the deepest and most comprehensive relationship for our commercial partners. It comprises.

- Conference Sponsorship – includes exhibition stand, two annual conference passes including ticket and accommodation for our three-day annual conference where you will have the opportunity to meet and network with public sector HR leaders of today and tomorrow. Inclusion of sponsor logo on virtual conference pages with links to your website and use of PPMA logo on sponsor website. Option to purchase further conference places at a discount of 50%.
- PPMA Awards Sponsorship – sponsor branding at awards event, on awards collateral and opportunity to give an award at our awards evening.
- Insight partnership – comprising four blog posts and four webinars, hosted on the PPMA website, and promoted to PPMA members. Alternatively, these can be hosted on the sponsor website.
- Challenge and Innovation Forum Membership – the opportunity to shape the themes featuring in the PPMA programme in the year ahead
- PPMA board engagement – twice yearly session with a Strategic Management Board member to discuss emerging themes in the public sector.
- Gift PPMA Organisational Membership – Allocated to up to four organisations of your choice in the public sector who is not a current PPMA or immediate past member.
- Talent Programme Sponsorship – discounted sponsorship of a module of our Peer into the Future programme.

PREMIUM

PPMA Commercial Partnerships



Prime Sponsorship – Investment of £12,500 per year

Puts sponsors at the heart of the PPMA, through involvement in our events, awards and content programme which comprises:

- Conference Sponsorship – includes exhibition stand, two annual conferences including ticket and accommodation for our three-day annual conference where you will have the opportunity to meet and network with public sector HR leaders of today and tomorrow. Inclusion of sponsor logo on virtual conference pages with links to your website and use of PPMA logo on sponsor website. Option to purchase further conference places at a discount of 30%.
- PPMA Awards Sponsorship – sponsor branding at awards event, on awards collateral and opportunity to give an award at our awards evening.
- Insight partnership – comprising two blog posts and two webinars, hosted on the PPMA website, and promoted to PPMA members. Alternatively, these can be hosted on the sponsor website.
- PPMA board engagement – twice yearly session with a Strategic Management Board member to discuss emerging themes in the public sector.
- Gift PPMA Organisational Membership – Allocated to up to two organisations of your choice in the public sector who is not a current PPMA or immediate past member.

PRIME

PPMA Commercial Partnerships



Our sponsorship packages allow each commercial partner to choose a way of working us which best matches their needs.

Commercial Membership – Investment of £1995 per year

The entry point to the PPMA community provides the opportunity to build awareness and relationships with our members with:

- Membership - PPMA membership for one named contact in the organisation
- Annual conference pass - Ticket and accommodation giving full access to our three-day annual conference where you will have the opportunity to meet and network with public sector HR leaders of today and tomorrow.
- Commercial directory - listing on our commercial partner directory, with logo, contact details company overview and link to your website
- Commercial consultation - Yearly consultation with the PPMA commercial lead to maximise your membership and gain sector insight to support your marketing activity.

Commercial members who want deeper engagement with our members can choose to sponsor of PPMA insight, events, or the awards to build a package which meets their needs. Details of these follow in this brochure.

Insight, event, and award partnerships



The PPMA offers a wide range of opportunities for commercial members to build their brand and engaging with our members by sponsoring one or more element of our insight, events, and awards programme.

Awards partner – Investment of £6,000

Sponsorship of the PPMA awards consists of:

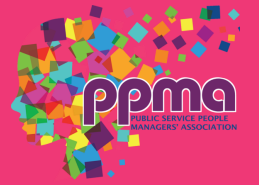
- Category sponsorship
- Sponsor branding on awards collateral – including awards website, book of the night, emails, and winner’s webinar.
- Sponsor’s table at awards for up to ten guests
- PPMA commercial membership

Conference partner – Investment of £8,000

A package providing the opportunity to exhibit at the PPMA conference comprising:

- Space for exhibition stand
- Sponsor logo on PPMA virtual conference pages and promotion on PPMA conference app
- Two full conference passes for three days, includes tickets, accommodation, and the opportunity to meet and network with PPMA members. Option to purchase additional places at 20% of non-member rates.
- Sponsorship / hosting of a PPMA webinar
- PPMA commercial membership

Insight, event, and award partnerships



Insight partner

Opportunities for commercial partners to stand out as thought leaders and share relevant insight through PPMA member communications channels:

- **Blog insight partner** – four blogs published on PPMA website, shared in PPMA newsletter, and promoted on PPMA socials - **£2,500 per year with annual agreement**
- **Webinar partner** – live webinar, on demand catch up and blog published on PPMA website, shared in PPMA newsletter, and promoted on PPMA socials - **£2,500 per webinar**
- **Research partner** – access to our members to conduct research. We will partner with you to develop questions, promote to our members, present back data and interpret themes. Blog reflecting findings published on PPMA website, shared in PPMA newsletter, and promoted on PPMA socials - **£4,950**

Networking and events partnerships



- **PPMA HR/OD Debate** – Inciteful debate chaired by the President of the PPMA with 12 senior HR/OD professionals over sit-down lunch, allowing you to build relationships in the sector and gain insight to inform your products and services. Covers lunch, refreshments, venue and full management of invites, agenda, and guest liaison. Event write-up produced as a hi-resolution PDF with 100 hard copies for your own marketing. **£8,000**
- **PPMA HR/OD Dine** – Build relationships, knowledge, and insight around key issues in the public sector over dinner with 12 senior HR/OD professionals. Chaired by the President of the PPMA. Covers, dinner, refreshments, venue and full management of invites, agenda, and guest liaison. Investment of **£8,000**
- **PPMA HR/OD Drinks** – Host an evening event for up to 30 senior HR/OD practitioners. Up to four of your colleagues can build new relationships with PPMA members, gathering knowledge and insight to shape your marketing, products, and services. Includes drinks and canapes. Opportunity for branding via pop-up stands at the event. All delegate invites managed by the PPMA **£5,000**

Networking and events partnerships



- **PPMA HR/OD Annual Drinks** – Be one of only three sponsors hosting an evening event for up to 100 senior HR and OD practitioners. Up to four of your colleagues can build new relationships with PPMA members, gathering knowledge and insight to shape your marketing, products, and services. Includes venue, drinks and canapes. Opportunity for branding via pop-up stands at the event. All delegate invites managed by the PPMA. **£5,000**
- **PPMA HR/OD Virtual Debate** – Associate your organisation with a key issue facing HR by hosting a virtual debate for up to 20 senior practitioners. Chaired by Strategic Management Board with invites and agenda produced and managed by our team. Creation of post-event report as hi-res pdf to support your marketing with 100 hard copies and promoted across our social media platforms. **£5,000**

Advertising opportunities



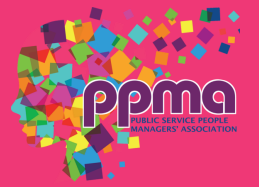
- **Newsletter Mention** - Feature your job ad in our widely circulated monthly newsletter, reaching over 3,000 PPMA members across 130 organisations. Benefit from extensive exposure for just £50 per ad per newsletter.

Ad to be no more than 100 words with a small logo / image and click through link to main ad

Benefit from extensive exposure for just **£50 per ad** per newsletter.

- **Direct Email Ad** - Secure a whole-page ad sent directly to our PPMA members, providing a targeted approach for your recruitment needs. With flexibility on timing, this exclusive opportunity is available at **£100 per ad** per email, ensuring maximum visibility.

Building your reach and influence with PPMA sponsorship



If you are interested in becoming a sponsor of the PPMA and building a partnership which will put your organisation at the heart of the public sector community then please contact:

Barry Pirie

PPMA lead for commercial partnerships

Barry.pirie@ppma.org.uk