

## Sponsorship Package

The Chief Cultural & Leisure Officers Association (CLOA) represents senior strategic leaders managing public sector cultural, tourism and sport services. It works closely with central government and key national organisations to influence the development of national policies and to lobby for positive change in the cultural and leisure sectors.

CLOA is keen to develop new corporate partnerships and can tailor a sponsorship package to suit your requirements. The benefits packages below outlines two options available to sponsors.

### Principal Sponsor - £5000 per annum

- Attendance at the CLOA Annual General Meeting in June with:
  - an exhibition space
  - short speaking slot to showcase your product/services
  - inclusion of information in delegates packs
- Networking opportunities at CLOA member's regional meetings, plus an opportunity to give a presentation on your products/services by prior arrangement once a year.
- Introductory e-mail to all CLOA members, welcoming you as a sponsor and outlining your business.
- Endorsement of your service/product and the use of this endorsement along with our logo for the duration of the sponsorship agreement.
- Use of our e-bulletin to update CLOA members on your product/service, showcase case studies and publicise incentives three times a year.
- Guest blog spot enabling you to communicate directly with the wider membership.
- Tweets alerting members to any new products/services/approaches.
- Your logo on the CLOA website, plus copy outlining your service/product and hyperlink to your own site.
- Your logo will appear in the e-footer for all CLOA correspondence and on at least two e-bulletins to the entire membership every month.
- Corporate membership of CLOA for up to 6 nominees from your organisation.

- **Exclusivity** – we guarantee that your organisation will be the only sponsor from your specific field
- **Access to senior CLOA Executive members working in local government.**

### **Associate Sponsor - £3000 – per annum**

- **Attendance at the CLOA Annual General Meeting in June with:**
  - an exhibition stand
  - inclusion of information in delegates packs
- **Introductory e-mail to all CLOA members, welcoming you as a sponsor and outlining your business.**
- **Endorsement of your service/product and the use of this endorsement along with our logo for the duration of the sponsorship agreement.**
- **Use of our e-bulletin to update CLOA members on your product/service, or showcase case studies once a year.**
- **Your logo on the CLOA website, plus copy outlining your service/product and hyperlink to your own site.**
- **Your logo will appear as in the e-footer for all CLOA correspondence and on at least two e-bulletins to the entire membership every month.**
- **Corporate membership of CLOA for up to 3 nominees from your organisation.**
- **Exclusivity** – we guarantee that your organisation will be the only sponsor from your specific field.

Our sponsors are important to us, so please contact Heidi Bellamy on 01473 345385 or [info@cloa.org.uk](mailto:info@cloa.org.uk) for a conversation about how we can work together.