

CCA LOCAL GOVERNMENT CONFERENCE 2024

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Friday 23rd February – Saturday 24th February 2024





WELCOME

Whether you are a long-standing sponsor or a first-timer, there is plenty on offer at the CCA Conference 2024. We hope to see you there!

WELCOME

The Conservative Local Government Conference is a fantastic opportunity to showcase your organisation.

The Conference is attended by over 200 local government decision-makers from across the country, including Council Leaders, Cabinet members and new councillors as well as members of the Department for Levelling Up, Housing and Communities and the Cabinet. It is a great event and one that I have really enjoyed hosting for a number of years. The feedback that we receive from both councillors and sponsors is consistently good, and we'd love to have you on board for our 2024 event.

Conservative local government is strong, with over 5,000 councillors in England in positions of leadership and influence through every type of Council - from the smallest district councils to the largest County, Metropolitan and Unitary Authorities. And many key individuals from these authorities come together every year - along with a number of Ministers - at our Local Government Conference: a unique collection of decision-makers. We would be delighted to welcome you as a sponsor at our next annual conference. As a conference sponsor, you'll have an excellent opportunity to share your brand with attendees and talk about the good work your organisation is doing in local government.

We have a number of different opportunities available so please take the time to look through the brochure and get in touch if you have any questions.

Cllr Phil Broadhead
CCA Chairman and Bournemouth, Christchurch and Poole Council

The 2024 Conservative Local Government Conference will be held on Friday 23rd February to Saturday 24th February 2024 at Chesford Grange in Warwickshire.

The Conference provides excellent sponsorship and exhibition opportunities at an affordable cost. All rates include a generous advertisement in the Conference Programme, free of charge, and complimentary conference passes (dependent on sponsorship level and availability).

Our venue for 2024 is the 4* Chesford Grange hotel located near Kenilworth in Warwickshire. We have used this venue several times in the past and know that it works really well for our Conference with excellent attendance rates when we've used this venue previously.

Please be aware that sponsorship of a CCA event is considered a political donation, and (a) a company should have shareholder approval if donating over £5,000, and (b) if the value is over £7,500 the CCA will be required to declare this to the Electoral Commission within 30 days of the event. The Commission will publish this on their website.

Rates for Sessions and Additional Events

Plenary Sessions (AV included)

45 minutes to the full delegate audience in the main Conference room. **£3250**
Includes a speaking opportunity, logo and name on the main screen, branding opportunities e.g. banner stand on stage.

Workshop Sessions (AV included; must bring own laptop if required)

50 mins for each session - this allows for two sessions, back-to-back, **£2500**
following an audience changeover. Includes a speaking opportunity, branding opportunities e.g. banner stands and literature in the meeting room, logo and name on the screen if using AV.

All of the above include a one page advert in the Local Government Conference Programme worth £600 and two complimentary two-day passes to attend the Conference (accommodation and dinner not included).

SOCIAL MEDIA

During the Conference, we will tweet sponsors' involvement, for example, "**A well-fed councillor is a happy councillor! Thank you to @hawtreylene for sponsoring today's lunch! #CCAConference19**"



Rates for Lunches, Dinner and Drinks Reception

The Conference Dinner (Friday evening)	£7500
Pre-dinner Drinks Reception (Friday evening)	£4500
Conference Buffet Lunch (available on Friday and Saturday)	£3000
Exhibition and Conference Lunch Package (available on Friday and Saturday)	£3300

The dinner and drinks reception sponsorship include(s) a speaking opportunity but the lunch sponsorship does not. The lunches and drinks reception will take place in the Grange exhibition area (next to the main conference room). The dinner will take place in the Kenilworth Suite.

All of the above include a one page advert in the Local Government Conference Programme worth £600 and two complimentary two-day passes to attend the Conference (accommodation and dinner not included).

Rates for Exhibiting

Based on a two-day exhibition space from approximately 11.00am on the Friday to approximately 1.30pm on the Saturday.

Exhibition

You provide: Promotional material, banner stands etc.

We provide: 6ft table and 2 chairs

£650

Exhibitors will be based in the Grange where conference registration, refreshment breaks and both lunches will take place. Power sockets are available. A discounted exhibition rate is available to charities. Please contact ceri.pring@conservatives.com for details.

An exhibition package includes a half-page advert in the Local Government Conference Programme worth £400 and one complimentary two-day pass to attend the Conference (accommodation and dinner not included).

POST-CONFERENCE MAGAZINE

Main sponsors will be highlighted in the post-conference edition of the CCA magazine featuring our Conference review. The circulation is to approximately 5,000 CCA Members.



ADVERTISING RATES

Advertising Rates in the Local Government Conference Programme

Full page inclusive for all sponsors of sessions or additional events and half page inclusive for all exhibitors.

All adverts must be sent to the CCA before 14th January 2024. Adverts received after this date may not be included but will still be charged at the full amount. Flyer inserts must be delivered to the conference venue by midday on 22nd February 2024.

Back Cover	210mm x 297mm approx (portrait)	£800
Inside Front Cover	210mm x 297mm approx (portrait)	£800
Full Page	210mm x 297mm approx (portrait)	£600
Half Page	210mm x 148mm approx (landscape)	£400
A4 Flyer Insert	Supplied by sponsor and delivered to the hotel	£450
A5 Flyer Insert	Supplied by sponsor and delivered to the hotel	£250

NEW!

This year, sponsors' name and logo will be featured on the dedicated conference website (subject to sponsors meeting deadlines).

CCA LOCAL GOVERNMENT CONFERENCE 2024 SPONSORSHIP & EXHIBITION OPPORTUNITIES

Your Details

Name of Organisation

Contact Name

Email

Telephone

Address

Postcode

Sponsorship and Exhibition Request

Sessions

Plenary session

Workshop session

Please give a brief description of the session you would like to host or sponsor

Additional Events

The Conference Dinner

Pre-dinner Drinks Reception

Conference Lunch

Exhibition and Conference Lunch Package

.....
Please indicate Friday or Saturday lunch

.....
Please indicate Friday or Saturday lunch

Adverts

Full page inclusive for all sponsors of sessions or additional events and half page inclusive for all exhibitors

Inside front cover

Back cover

Full page

Half page

Flyer insert Please indicate A4 or A5

Exhibition Package

Exhibition package

Charity rate

Signed Date

Name Position

Payment

Once your sponsorship or exhibition request has been confirmed the CCA will issue an invoice. Full payment is required before the Conference.

Please return this form as soon as possible to ceri.pring@conservatives.com or to CCA, CCHQ, 4 Matthew Parker Street, London SW1H 9HQ.

THE CONSERVATIVE COUNCILLORS' ASSOCIATION

The Conservative Councillors' Association is an independently run organisation managed by the Local Government Board. The board is elected annually by members of the CCA.

The CCA exists to provide a strong and unified voice for all Conservative councillors within the Party and in the wider community. It supports councillors in their important role and provides them with the tools to both work effectively on behalf of local residents and to campaign successfully as Conservatives.

Councillors receive a range of services upon joining the CCA including weekly news emails, events and training, publications, campaign support and general advice. Our membership levels typically reach 96% of Conservative councillors as well as numerous council candidate members.

We offer other advertising and sponsorship opportunities throughout the year such as at our activities at Party Conference, the Councillor Development Weekend, and adverts in our quarterly magazine. Please get in touch if you'd like to discuss these options.

In England and Wales, we have just under 5,500 councillors and control 69 councils.

** figures correct as of July 2023*

COUNCILLORS

Conservatives	5,451
Labour	6,220
Liberal Democrat	2,907
Green	751
Independent	1,070
Other	829

CONTACT:

For further information please contact

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ceri.pring@conservatives.com

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London SW1H 9HQ.





Conservative Councillors' Association

Promoted by Alan Mabbutt on behalf of the Conservative Councillors' Association both of 4
Matthew Parker Street, London SW1H 9HQ.