

CCA LOCAL GOVERNMENT CONFERENCE 2023

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Friday 24th February – Saturday 25th February 2023



Conservative
Councillors' Association



WELCOME

Whether you are a long-standing sponsor or a first-timer, there is plenty on offer at the CCA Conference 2023. 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 250 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 attending 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 2023 event.

Conservative local government is strong, and we control 134 councils in England. With over 7,000 councillors in England, we continue to be **the** voice of local government, delivering excellent value for money services across the country.

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 Deputy Leader of Bournemouth, Christchurch and Poole Council

The 2023 Conservative Local Government Conference will be held on Friday 24th February to Saturday 25th February 2023 at Hinckley Island hotel in Leicestershire.

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 2023 is the 4* Hinckley Island hotel located in Leicestershire and surrounded by beautiful countryside.

The hotel is just off the M1, M6 and M69 motorways, and is short drive to both Birmingham and East Midlands Airports. It is also a short taxi ride from both Nuneaton and Hinckley train stations.

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 London Suite which is next to the Paris Suite (the main conference room). The dinner will take place in the Paris 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 London Suite 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 7,000 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 2023. Adverts received after this date may not be included but will still be charged at the full amount. Flyer inserts must be delivered to Hinckley Island hotel by midday on 23rd February 2023.

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 2023 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
 Conference Lunch
 Pre-dinner Drinks Reception
 Exhibition and Conference Lunch Package
- 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
 Full page
 Flyer insert Please indicate A4 or A5
- Back cover
 Half page

Exhibition Package

- Exhibition package
 Charity rate

Signed Date
Name Position

Payment

A 50% deposit is required for all of the above by 2nd December 2022. Once your sponsorship or exhibition request has been confirmed the CCA will issue an invoice for half of the full amount and another invoice for the remainder will be issued after the event.

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.

Conservatives are the largest party in local government. In England and Wales, we have just under 7,000 councillors and control 134 councils.

** figures correct as of September 2022*

COUNCILLORS COUNCILS

Conservatives	6994	134
Labour	5804	87
Liberal Democrat	2668	28
Green	538	0
Independent	1225	1
Other	199	9
No Overall Control	-	99

CONTACT:

For further information please contact

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020 7984 8155
ceri.pring@conservatives.com

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Conservative Councillors' Association

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