



NFD

2021

**NATIONAL
FREELANCERS
DAY**

17TH JUNE 2021

SPONSORSHIP PACK

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NFD is IPSE's biggest event of the year – a celebration of all things freelance, and an opportunity for self-employed people across the country to look to the year ahead.

As we move towards a post-pandemic world, National Freelancers Day on 17 June will give self-employed people a glimpse of what comes next – and help them prepare.

How will changes to the economy, business practices and legislation affect the freelance landscape? And how can freelancers make the most of the new opportunities out there?



WHAT NFD IS ALL ABOUT

National Freelancers Day will include presentations, workshops, 1-2-1 sessions, keynotes, networking and much more! The day will centre around three key streams

WELLBEING

Explore self-care as a freelancer and learn new ways to improve your personal and professional wellbeing

WINNING WORK

Make the most of new opportunities and grow your business and personal brand to win more work

FINANCE

Detailed expert insight on financial and legislative matters effecting your freelance business

NATIONAL FREELANCERS DAY 2020 IN REVIEW



SPONSORSHIP TYPES

As National Freelancers Day sponsor, you will be positioned as a thought leader for the freelance community across the UK – and have full exposure to the NFD audience.

All sponsorships automatically get a Sponsor Profile, branding on the NFD website and logos included in session holding slides

STREAMS

Sponsor one of our main streams that run throughout the whole event: Finance, Wellbeing or Winning Work.

£1K per stream

SESSIONS

Sponsor an individual session (excluded premium sponsors sessions).

£500 per session

NETWORKING

Networking room opportunity. Host a virtual table of up to 10 attendees to discuss a topic or meet the expert

£1K per session

SPONSORSHIP TYPES

PROFILES

Sponsor profile which includes company logo, company information, video, PDF links, embedded links, CTA buttons and live chat.

Small profile £200

Medium profile £350

Large profile £500

POLLS

Individual poll with up to 5 questions, live for the duration of the event.

£400 per poll

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ROLLING BANNER

Rolling banner at the bottom of the screen of an individual session. Banner scrolls at the beginning, middle and end of each session. Gamification available.

£250 per banner

CAROUSEL BANNER

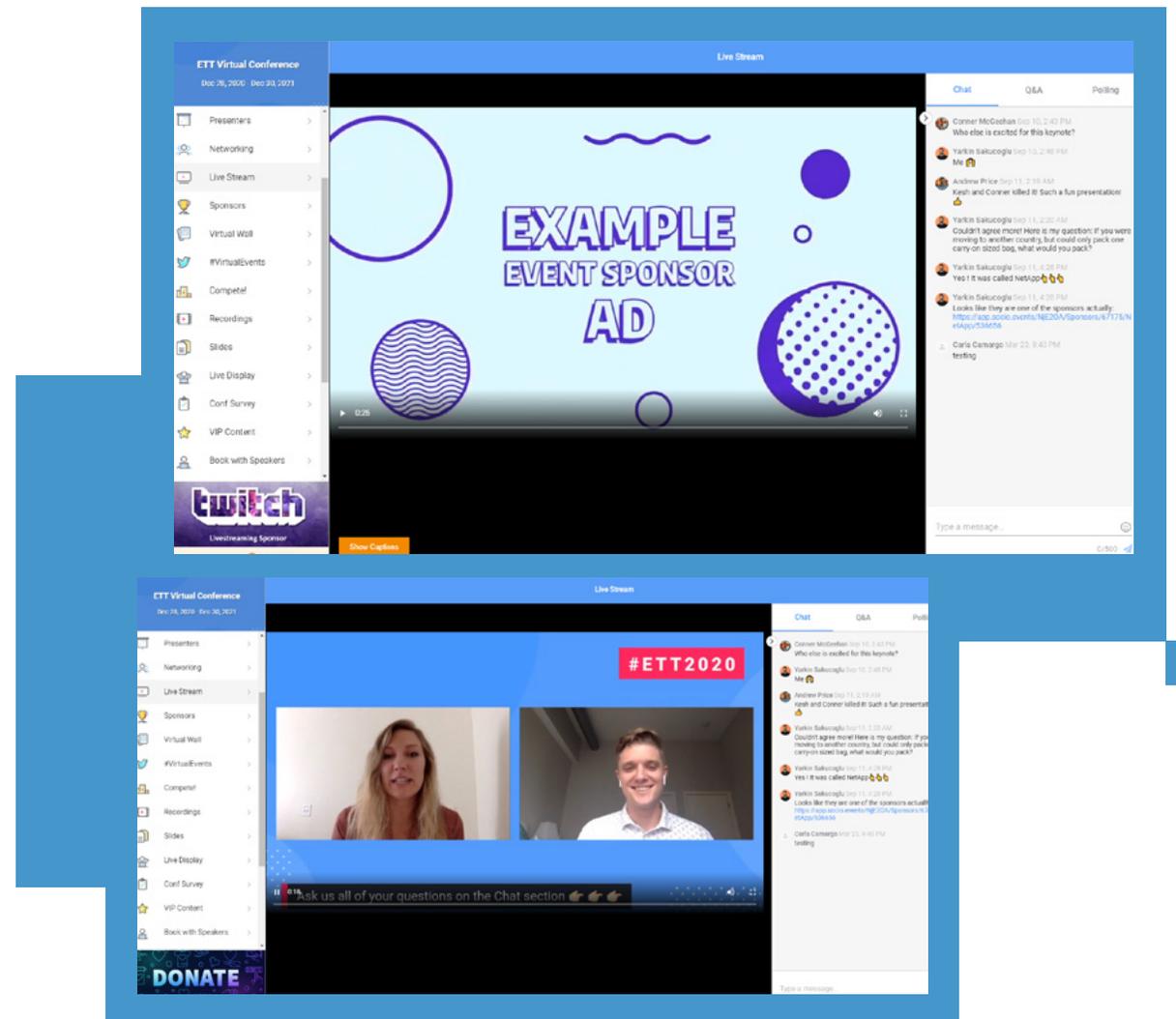
Small carousel banner advert on the virtual event platform homepage

£300 per banner

BRANDING EXAMPLES

LIVE CONFERENCE SESSIONS

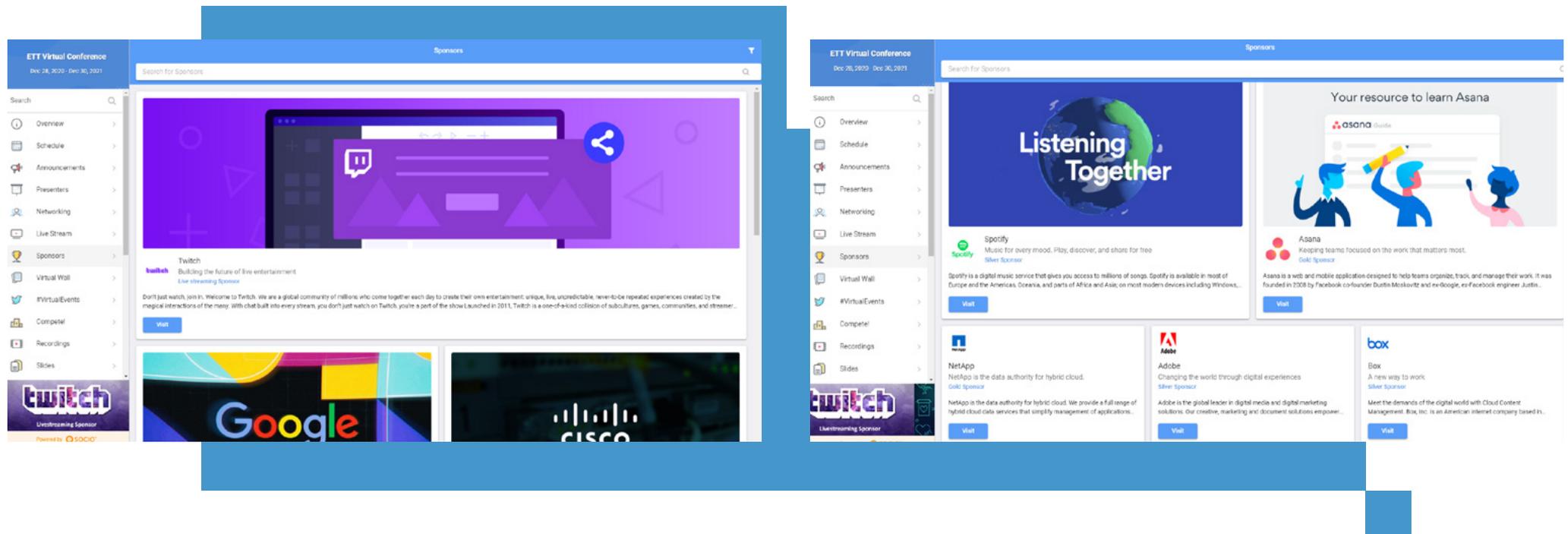
- Banners – static or running along the bottom of the screen during a session (at the beginning, middle and end of session)
- Chat, Q&A & Polling available during all sessions (Polling also available as a stand alone feature)
- Sponsor ad at beginning and/or end of session
- Logo on holding slides shown at the beginning and end of every session
- Sponsor video



BRANDING EXAMPLES

SPONSOR PROFILE

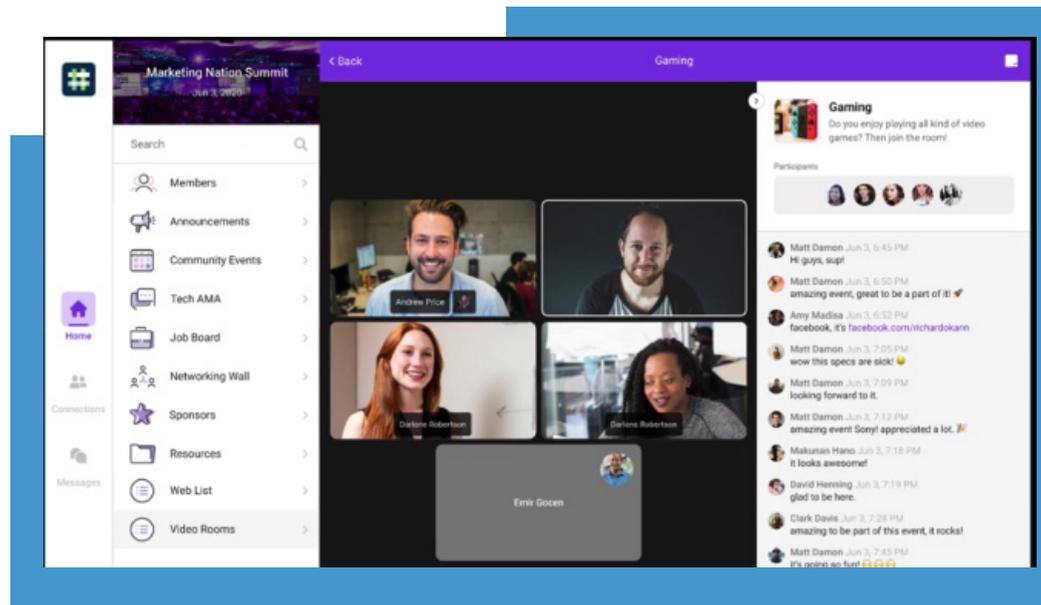
- Big, medium and small boxes available depending on package, with company logo, company information, video, PDF links, embedded links, CTA buttons and live chat.



BRANDING EXAMPLES

NETWORKING TABLES

- Up to 10 people can join a discussion e.g. a sponsor could run a roundtable discussion





ATTENDEE TESTIMONIALS

“ The day was excellent. Even though it was virtual I did feel as if I was coming together with other freelancers. It was great meeting people on the app. There was also the opportunity to interact with the speakers - make comments and ask questions during sessions via the chat option. There was a real sense of community on the day. Thank you IPSE.

”

“ Good day, lots of interesting topics and speakers. Technology worked well. Well planned and organised. Thank you for all your efforts.

”

“ Thank you for organising such a brilliant day & all the work you do to support the self-employed.

”

“ Especially during this time it meant a lot to come together with other freelancers. Thank you for organising the day.

”

“ The whole day was fantastic! Thank you to all involved.

”

ADDITIONAL INFORMATION

**SPONSOR & EXHIBITOR
PROFILES, BANNERS,
AND VIDEO ROOMS**

[Find out more](#)

**LIVE STREAMS AND
GAMIFICATION FOR
SPONSORS & EXHIBITORS**

[Find out more](#)

SPONSOR ARTICLE

[Find out more](#)

THANK YOU

Contact:

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