



# SPONSORSHIP PACK

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Today, work is changing like never before. More people than ever are going freelance and joining the flexible economy. They are fast becoming one of the most dynamic and productive sectors of the workforce.

National Freelancers Day was created to celebrate freelancers – to connect them with each other and the businesses and services that can support them.

For freelancers, it's a day to learn, network and meet the businesses working in this vital area. For businesses, it's an opportunity to reach an exciting, engaged and fast-growing freelance audience.





# WHAT NFD IS ALL ABOUT



**TAKE  
CHARGE**

**FINANCE**

**WINNING  
WORK**

**WELLBEING**

**National Freelancers Day** is a mix of interactive workshops, seminars, trade exhibitions and exciting keynote speeches from some of the biggest names in freelancing. Last year included not only Pip Jamieson, inspirational entrepreneur and founder of The Dots network, but also bestselling author and deadpan funny-man Adam Kay.

The workshops and seminars follow four different streams covering some of the most important issues for freelancers: taking charge, finance, winning work and wellbeing. By the end of the day, freelancers will have not only made invaluable connections from across the community and beyond; they will also have had comprehensive support and advice on some of the biggest issues facing the self-employed community.





# NATIONAL FREELANCERS DAY 2019 IN REVIEW

National Freelancers Day 2019 was the biggest yet, with more attendees, more speakers and more talks and workshops than ever before.

Held at the prestigious Kings Place in central London, the event was a runaway success. Now, the National Freelancers Day 2020 is set to be even bigger...



22

SESSIONS

1.8

MILLION

SOCIAL MEDIA REACH

531

TICKETS SOLD



# SPONSOR TESTIMONIALS

“We were really impressed with the structure and planning – and the turnout! Plus, the audience seemed very engaged and keen to get involved. Being able to interact with them through the app helped a lot too. Overall, great talks and event, and we’d definitely be keen to get involved again.”

– **John Charcol**

“As with previous events, National Freelancers Day 2019 was very well organised and useful for good brand building. The speaking opportunity was enjoyable and provided valuable input alongside the other panellists who were well suited to the discussion.”

– **Optionis**

“A well-executed and informative event showcasing the value that IPSE provides its members and the wider gig economy.”

– **AON**



## ATTENDEE TESTIMONIALS

“ The atmosphere was wonderful. SO friendly, welcoming, inclusive and fun. I'd been nervous about attending on my own, but I needn't have worried as it was so easy to talk to other attendees. I don't know how you do it, but the IPSE magic means all your events are like being enveloped in a huge friendly hug. SO friendly. ”

“ Thank you. Great day out, useful and informative providing me with lots of material to follow up on. GREAT SPEAKERS ”

“ Loved the time out to build my knowledge and network in a great venue with the opportunity to soak up lots of relevant ideas, tips and best practice. Really appreciate the effort that went into delivering this event. Can not wait for next year! ”

“ Such an inspiring day. Brilliant venue and really appreciated it being so easy to access from the north of England. ”

“ Just a brilliant event. Well organised. Good speakers. Lots learnt. A success! ”

# HEADLINE SPONSOR

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

## BRANDING

- Company logo and description on the NFD website
- Premium branding throughout venue
- Premium branding on holding slides displayed in all session rooms
- Profiling in post-event summary guide
- Premium branding on the NFD app including the dedicated sponsor page
- Logo on attendee badges
- Dedicated pre- and post-event delegate email

## PR

- Speaking opportunity on the day
- Official recognition as Headline Sponsor in the opening speech
- Profiled as the Headline Sponsor in all printed event collateral
- Opportunity to complete a 2-min pre-event video
- Showcase yourself as an industry leader in 2 blog posts on the NFD website
- Exhibitor stand with power, table, chairs and refreshments
- Profiling in online exhibitor listing
- Dedicated press release

## MARKETING

- 2 push notifications on the app, including 1 on the event day
- Modern Work website ad
- Modern Work print ad
- First refusal on NFD 2021 (to be confirmed by Sept 2020)
- Include a small brochure or merchandise in official goody bag
- 10 delegate passes
- 5 invitations to the IPSE Awards
- 5 Twitter posts
- 1 Facebook post
- 1 LinkedIn post

£35,000 + VAT



# PREMIUM SPONSOR

National Freelancers Day premium sponsors have the unique opportunity to share learning and inspiration directly with attendees. With a blend of digital exposure before and coverage throughout the event, your brand will consistently be placed at the forefront of NFD.

## BRANDING

- Company logo and description on the NFD website
- Branding throughout the venue
- Branding on holding slides displayed in all session rooms
- Feature in post-event summary guide
- Branding on the NFD app

## PR

- Opportunity to sit on a panel or host a 12-min flash talk
- Profiled as Premium Sponsor in all printed event collateral
- Opportunity to complete a 2-min pre-event video
- Showcase yourself as an industry leader with 1 blog post on the NFD website
- Exhibitor stand with power, table, chairs and refreshments
- Profiling in online exhibitor listing
- Press release

## MARKETING

- Sponsor profile page on the app
- 1 push notification on the app
- Modern Work print ad
- 3 delegate passes
- 3 invitations to the IPSE Awards
- 3 Twitter posts

£15,000 + VAT







# EXHIBITION STAND

Exhibitors at National Freelancers Day have the opportunity to connect with attendees on an intimate level. You'll be in the perfect position to make a lasting impression and share promotional materials and information first-hand with your target audience.

National Freelancers Day exhibitors also have an exclusive invite to the IPSE Awards.

- **Exhibitor stand including power, table and chairs**
- **Branding on event printed collateral**
- **2 delegate passes**
- **2 invitations to the IPSE Awards**
- **Logo branding in the post-event summary guide**
- **Company logo and description on the NFD website**
- **Branding on the official event app**
- **Refreshments throughout the day**
- **1 Twitter post**

£3,500 + VAT

# OTHER SPONSORSHIP OPPORTUNITIES

There are lots of other opportunities to have a presence at NFD 2020.

Expose your brand, product or service to the wider freelance community.

Here are some opportunities, but if you have your own ideas, we'd love to hear them!

- **Post-event drinks reception**
- **Catering area**
- **Individual sessions or themes**
- **Interactive polls in sessions**
- **Lanyards**
- **Delegate bags**
- **Floor stickers**
- **Wi-Fi**

**POA:**

Speak to us for more information





**AWARDS SPONSORSHIP**

# THE IPSE AWARDS

It's not just through National Freelancers Day that we celebrate this dynamic and growing sector. We also have national awards to celebrate the UK's best and brightest freelancers.

Previous awards have gone to remarkable rising stars across a whole range of industries, from songwriter and musical director Rachel Mason to author, journalist and all-round money guru Iona Bain.

The awards continue to discover and support the most amazing freelance talent from across the UK – and help bring together this vital community.

**The awards cover all different areas of freelancing – as well as the people and organisations that support the sector:**

- **Freelancer of the Year**
- **Young Freelancer of the Year**
- **New to Freelancing**
- **Freelance Project of the Year**
- **Co-Working Space of the Year**
- **Ambassador of the Year**
- **University Partner of the Year**



# THE IPSE AWARDS

Join us at the Barbican, a world-leading arts and learning centre in the heart of London. A famous champion of enterprise and innovation across the arts, what better place to celebrate the best of the UK's striving, dynamic freelance community?

Network high up under the glass roof of the Barbican's prestigious Conservatory. Celebrate a menagerie of extraordinary freelance talent, surrounded by a collection of over 2000 rare and no-less astonishing plants and trees.

Bringing the best and brightest of the freelance community together in one of London's most exciting venues, it promises to be a night to remember.



# THE IPSE AWARDS 2019 IN REVIEW

Like National Freelancers Day, the IPSE Awards 2019 were also the biggest and best yet.

As always, they celebrated the achievements of some amazing freelancers working in everything from investigative journalism to costume design.

For the 2019 awards, we even introduced a new category: Freelance Project of the Year. It is to celebrate the best project, be it an event, a campaign or any other individual piece of work.

OVER  
**2** MILLION  
MEDIA REACH

**151**  
TICKETS SOLD

**36**  
BRILLIANT  
FINALISTS

## AWARD WINNER TESTIMONIALS

“ The awards give a sense of self-assurance that you're doing the right things: it's an endorsement I'm grateful for

– **Chris Pipe,**  
**IPSE New to Freelancing 2018** ”

“ I completely came out of my comfort zone to take part in the awards and it was worth it: it feels amazing

– **Bree Kotomah, IPSE Young Freelancer of the Year 2019** ”

“ Sometimes we don't take enough time to reflect on our achievements. Entering the IPSE awards allowed me to do that and then obviously being shortlisted and now winning is going to have an immeasurable effect on my career. It's wonderful to get this stamp of approval from IPSE

– **Iona Bain, IPSE Freelancer of the Year 2018** ”

“ This is beyond my wildest dreams, absolutely stunned. I'm so honoured and so humbled

– **Rachel Mason,**  
**IPSE Freelancer of the Year 2019** ”

“ I take my hat off to the rest of the finalists because it's such a privilege to win this award

– **Olivier Jamin, IPSE Freelance Project of the Year 2019** ”

# IPSE AWARDS 2020

## SPONSORSHIP

- Profiling as an industry leader to all sectors of the freelance community
- Named sponsorship of an award
- Opportunity to provide and present a prize
- Official recognition in the opening speech
- Profiling in the press release
- Inclusion in the pre- and post-Awards email to all attendees
- Social media promotion
- Venue branding
- Branding in the printed programme
- 5 invitations to the IPSE Awards

£5,000 + VAT



# THANK YOU

**Bespoke opportunities available**

**Contact:**

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