

NFD

2024
NATIONAL
FREELANCERS
DAY

20TH JUNE 2024

SPONSORSHIP PACK

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National Freelancers Day 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.

Whether you're new to self-employment or an experienced freelancer, we have something for everyone. Landing your first paying client, securing a dream project, or achieving a consistent income are all victories worth acknowledging. These milestones mark your progress, boost your confidence, and fuel the fire to keep reaching for your goals. After all, every milestone is a stepping stone to an even brighter freelance future.

This year, IPSE is celebrating 25 years as an organisation. In honour of this milestone and all of yours, we'll be hosting NFD '24 on 20th June with other celebrations taking place throughout the same week.



WHAT NFD IS ALL ABOUT

National Freelancers Day will include presentations, keynotes, networking and much more!

MONDAY 17TH - WEDNESDAY 19TH JUNE

IPSE will head to Manchester, Bristol, Glasgow, and London during the National Freelancers Day celebrations. We will host events at AndCo venues to bring freelancers together to master new skills, meet other local freelancers and co-work alongside one another for a day.

All venues will have secure, superfast Wi-Fi, tea, and coffee.

Monday 17th June – Bristol coworking at MOXY Hotel Bristol, 55 Newfoundland Circus, United Kingdom

Tuesday 18th June – Manchester coworking at Clayton Hotel Manchester City Centre, 55 Portland Street, M1 3HP

Wednesday 19th June – London and Glasgow coworking

THURSDAY 20TH JUNE

On National Freelancers Day, IPSE will host four online sessions throughout the day.

AI panel: How will AI impact the future of freelancing?

Join this session where panel members will discuss the benefits and challenges of an AI world and how this might impact freelancers.

Panel: What should the next government do for freelancers?

The election looks set for the Autumn and, currently, the polls suggest there will be a change of government. But can the next government do to harness the potential of the freelance sector, and will they be inclined to do it?

IPSE's Policy Director, Andy Chamberlain, hosts a panel of experts to discuss what the next government could, should and might actually do to boost freelancing.

Freelancing 101:

Hosted by Frankie Tortora of Doing It For The Kids (a group for freelance parents) and Steve Folland of the Being Freelance Community. Taking time out of herding their kids and recording their podcasts to give you lots of actionable tips this National Freelancer's Day.

Keynote speaker – Marverine Cole

Marverine Cole is a multi-award-winning broadcaster and journalist. She is best known as a newsreader on ITV1's flagship news & current affairs breakfast programme, Good Morning Britain (GMB). Marverine will share her freelancing story at NFD.

NATIONAL FREELANCERS DAY 2022 - SOCIAL STATS

ONLINE CIRCULATION

21,3M

SOCIAL STATS ACROSS

IMPRESSIONS:

40,215

ENGAGEMENTS:

818

#NFD2022

#NATIONALFREELANCERSDAY

IMPRESSIONS:

40,215

REACH:

11.3M

SHARES:

630

MENTIONS:

1503

INTERACTIONS
(ENGAGEMENTS)

7.9K

LIKES:

7K

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.

PREMIUM SPONSOR

£5000
per
headline

- 6 tickets to the online events
- Say a few words at the beginning of one of the main sessions
- Branding on all pre/post event marketing (NFD website, emails)
- On-screen branding at the beginning & end of all main session
- Opportunity to provide a discount or offer in the post event communication
- Pre-recorded video on website and shared on socials and via newsletter
- Social media posts

WORKSHOP WEBINARS

£2000
per
session

- 4 tickets to the online events
- Branding on all pre/post event marketing (NFD website, emails)
- On-screen branding at the beginning and end of all main sessions
- Opportunity to provide a discount or offer in the post event communication
- Pre-recorded video on website and shared on socials and via newsletter
- Social media posts

CO-WORKING DAYS

SPONSORED BY ANDCO

- 2 tickets to the online events
- Branding at co-working days
- Branding on all pre/post event marketing (NFD website, emails)
- On-screen branding at the beginning & end of all main sessions
- Social media posts

SOCIAL TAKEOVERS

£500
per
takeover

- 2 tickets to the online events
- Takeover of IPSE social channels for a day
- Branding on all pre/post event marketing (NFD website, emails)
- On-screen branding at the beginning and end of all main sessions
- Social media posts

POLLS

£400
per
poll

- 2 tickets to the online events
- Individual poll run during a main session (if applicable to that session) to gather data for sponsor
- Branding on all pre/post event marketing (NFD website, emails)
- On-screen branding at the beginning and end of all main sessions
- Social media posts

GIVEAWAYS

£300
value per
giveaway

- 2 tickets to the online events
- Giveaway whatever the sponsor would like to as a prize
- Branding on all pre/post event marketing (NFD website, emails)
- On-screen branding at the beginning and end of all main sessions
- Social media posts



ATTENDEE TESTIMONIALS

“ This was the first time I had attended National Freelancers Day and it has left me feeling really fired up about my next steps. It’s refreshing to have spent a day on my business, rather than in it. I have a notebook full of ideas as a result. Thank you. ”

“ I loved the opportunity to learn from the expertise of those who presented. Left quite inspired to take action. Also happy to connect with others from different industries. ”

“ Happy to have been able to participate in the National Freelancers Day for the first time! So much learning from different experts and opportunities to network and connect with professionals from different industries. Definitely will be there again! ”

THANK YOU

Contact:

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