



COMMERCIAL PARTNERSHIPS 2022/23



SUPPORTED BY GOVERNMENT

TAF – unlocking the potential of Trade Associations



- the only trade association for trade associations in the UK
- 150 members who in turn represent thousands of businesses across the UK
- exists to encourage the sharing of best practice, create learning opportunities and facilitate networking
- promoting the role of trade associations to government, industry and the wider public
- supported by the UK Government business department (BEIS)

TAF partnership philosophy



Genuine partnerships.

We think beyond transactional branding opportunities and want to build mutually beneficial relationships that create real value for TAF members, our members' members and our partners

Co-development of services.

We want to develop bespoke service offers that TAF can offer as a benefit to its members and they, in turn, can offer to their members creating a trickle-down effect that reaches thousands of businesses across the country

Long term, not quarter to quarter.

We want to work with partners over years, not just as a way to finance single events. If we build the right relationship together from the start, our partnership should continue to deliver value over the long term

in numbers

The Trade Association Forum offers a unique reach into the UK trade association sector, with TAF members in turn able to reach thousands of businesses up and down the country

150

members from all sectors of the economy

2,200

contacts on marketing database

2,750+

social media followers

224

engaged C-Level contacts

24

years of operation

110k

website pageviews p/a



Why partner with TAF?

Sector leadership

Position yourself as a leader in the trade association sector, or as a leader in one of our thematic areas such as sustainability to position your brand with TAF members and the thousands of businesses they represent

Build relationships

One of our main focuses is on building long term, mutually beneficial relationships. By partnering with us you can gain access to exclusive networking and events opportunities, and build meaningful relationships with a huge number of TAs.

Brand building

Unique opportunities to get your brand in front of senior trade association figures, allied to the trusted TAF brand and the concept of promoting best practice in the market.

Generate opportunities

TAF offers a unique reach into 150 other trade associations, who in turn represent thousands of businesses and hundreds of thousands of employees. We can help you unlock new opportunities, improve your reach and break into new sectors.

Our platforms



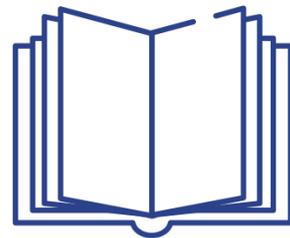
Awards



Conferences



Events



Research



Digital Content



Directories

Annual corporate partnership

Each year TAF works with a select number of corporate partners to work with over a 12 month period across its whole range of activities. This delivers value for the sponsor across the year, whilst delivering a cost-saving.

We will work with each partner to curate a package that works for them, but an example package would look like this:

- Co-development of bespoke service offering for TAF members
- Top tier sponsorship of Best Practice Awards
- Top tier sponsorship of Best Practice Exchange conference
- 2x events across the year on the subject of choosing
- 4x sponsored content on TAF website
- Branding on the monthly newsletter
- Social and marketing promotion across year
- 'Preferred Supplier' listing on website and in marketing
- Entry in the supplier directory

From £25,000 (ex VAT) depending on package



Awards



Best Practice Awards – Feb 2023

The annual Trade Association Best Practice Awards are the gala event of the trade association calendar - the only UK awards show by associations for associations

- Awards ceremony in prestigious central London location
- 200+ attendees from across the association world
- Headline and category sponsorship opportunities
- Marketing opportunities promoting the event
- Branding on the night
- Tickets to attend
- Hand out an award
- Promoted content around the event
- Awards magazine
- Social media promotion
- Advertising and editorial opportunities

A range of sponsorship packages available from £15,000 – £1,000 (ex VAT)

Conferences

Best Practice Exchange – June 2022

Annual Best Practice day conference in central London for association professionals to come and learn about how to excel in their roles.

- A range of sponsorship opportunities
- Run individual sessions or breakouts
- Speaking opportunities
- Exhibition stands
- Post-event networking
- Branding opportunities

A range of sponsorship packages available from £2,500 – £12,000 (ex VAT)



Hubs

TAF Hubs – timing tbc

TAF is developing a range of Hubs to explore issues in-depth, build value for members, pool knowledge and build cross sector solutions to shared challenges.

Hubs we are working on include:

Trade Association Sustainability Forum

A programme of work that focused on helping TAF members to develop road maps for their sectors that support the delivery of net-zero targets.

Labour Market insight tracker

The UK Labour market is currently experiencing a significant tightening, we are building a programme of work to leverage the insights of TAF members for dialogue with Government and industry

SME Knowledge Hub

A programme of work that looks specifically at building capacity and understanding about how to support SMEs, helping to share and provide better support to SMEs, which can also then be used as best practice and training materials for those Associations for whom SME's are a small proportion of their members.

Supply Chain Hub

A project to work with TAF members to better understand supply chain issues, develop insight and understanding from the ground and open dialogue with Government and industry

POA



Exclusive Lunches

CEO Lunches – quarterly

Host an informal lunch with 10-12 CEOs from trade associations as a networking opportunity or with a keynote speaker

- An intimate gathering with key potential customers
- Brand development, sales and networking opportunity
- Can be run on a sector, size or geographic basis
- Opportunity to introduce your company
- Delegate information for follow up

Individual lunches £2,500 (ex VAT), sponsorship of annual programme of 4 lunches £8,000 (ex VAT)

Events

Subject-based events

In-person or online events on specific topics delivering best practice learning or high profile speakers to TAF members

- Co-develop a subject that works for your brand
- Speaking slot alongside leading figures from TAs
- Promotion across TAF's digital channels
- Delegate lists for follow up
- Event recorded for future marketing (webinars only)

Event fee: £2,000 (ex VAT) – n.b. in-person events will incur additional charges for room and catering which will be re-charged at cost

Research



Research & benchmarking

TAF is renowned for producing sector research and benchmarking, and it is one of the things most valued by our government partner, BEIS.

We can offer sponsorship opportunities across our research output including:

- **Q1 – State of the Nation Report** – an overview of the current state of the trade association world, priorities for the year ahead, risks and concerns, areas of focus
- **Q2 – EDI Benchmarking** – A benchmarking to assess how TAs are approaching equality, diversity and inclusion, what measures they are taking and their priorities for the future
- **Q3 – Financial resilience Survey** – As we approach budgeting season, a look at the current financial picture for TAs, how the year is going against forecast and plans for the next FY
- **Q4 – Salary & Benefits benchmarking** – Benchmarking of salary and benefits across the TA landscape

£2,500 per research output, additional fees for event launch

Content

Content opportunities

With c. 3k social followers, a monthly newsletter going out to c. 500 TAF subscribers and a website generating more than 100k impressions per annum TAF can offer attractive content opportunities for anyone looking to sell to UK associations

- Sponsored articles on TAF website
- Newsletter sponsorship
- Promotion across social media

£500 per sponsored article
£1000 p/m newsletter sponsorship

Directories

TAF Supplier Directory

The authoritative list of suppliers to UK trade associations, a trusted source for TAF members to find businesses to work with.

- Searchable, filterable directory of suppliers
- Company logo, description and contact details
- Social promotion upon joining
- SEO benefits from a link back to your website

£250 (ex VAT) p/a or £400 (ex VAT) for 24 months





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