



COMMERCIAL PARTNERSHIPS 2023/24



SUPPORTED BY GOVERNMENT

TAF – unlocking the potential of Trade Associations



- The only trade association for trade associations in the UK
- 170 members who in turn represent more than 190k 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 (DBT)

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

TAF 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

170

members from
all sectors of the
economy

4,600

TA contacts in
marketing data

3,800+

social media
followers

450

engaged C-Level
contacts

2,592

newsletter
subscribers

137k

website
pageviews p/a

26 years

of leading the UK
association sector



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



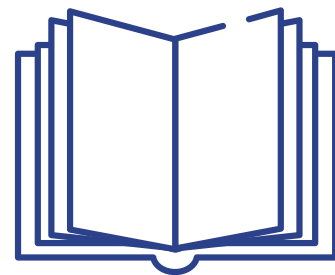
Awards



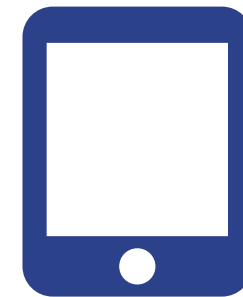
Conferences



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 £10,000 – 30,000 (ex VAT) depending on deliverables



Our headline events

In-person events have always been a core part of the TAF offer, and we were delighted to bring back both our annual Trade Association Awards and our annual conference, the Best Practice Exchange, bigger and better than ever over the past year! There are sponsorship opportunities for each event

Watch the video highlights from last year's events on the TAF Youtube channel

TAF Awards - February 2023



Best Practice Exchange - June 2022



Awards



UK Trade Association Awards

The annual UK Trade Association 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
- 300+ 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 £1,250 – £15,000 (ex VAT)

Conferences



TAF Annual Conference

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)

Special Interest Groups



TAF SIGs

As part of our strategy to offer more to members at all levels, we are launching special interest groups (SIGs) for some of the common professional roles in associations, such as marketing, communications and member engagement.

TAF SIGs will be member-led and create platforms for professionals in associations to come together around their functional role, build their networks and share best practice.

For each SIG, we are looking for a corporate partner to help fund the work programme and can offer a range of commercial opportunities for you to tap into your target audience in return.

SIGs we are looking to develop:

- Public Affairs and Comms - Now up and running!
- Marketing and Member Engagement
- Events
- Leaders Group
- Future Leaders

From £10,000 (ex VAT) depending on deliverables

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

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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