

the gathering 2019

Sponsorship opportunities

What is the Gathering?

For the last fifteen years, the annual Third Sector Gathering has brought together people from across Scotland, the UK and from all parts of the sector. The Gathering is the largest event of its kind in the UK. It incorporates an exhibition and marketplace, as well as free events, workshops and seminars led by third sector organisations, government, the media and companies who work with the sector.

The Objectives of the Gathering are:

- ▶ To bring together the third sector alongside government, politicians, business and the media to learn, network, engage and make a difference to communities and individuals in Scotland
- ▶ To raise the profile of the work of the third sector and SCVO

Since 2004 the Gathering has:

- ▶ Attracted around **44,052 visitors**
- ▶ Brought together **1,666 exhibitors**
- ▶ Delivered **668 workshop events**



"We felt this year's event was excellent. We've been attending the Gathering now for 7 years, and we find it a very helpful way to promote what we do and to make contact with existing and new stakeholders"
Exhibitor

"It's a very worthwhile event for networking with different people from all over the country that you would not ever meet"
Visitor



Headline figures for the Gathering 2018

- **108 exhibitors**
- **62 events** took place,
- **2,818 visitors** over the 2 days
- **1,969 tweets** sent with the **#scvogathering** hashtag from 848 accounts
- **10,065 unique visitors** to the Gathering website. They accounted for **15,335 sessions** and **51,921 page views**
- **#scvogathering trending** in the UK, Edinburgh and Glasgow
- **781,977 impressions** of **@scvotweet** #scvogathering posts
- **4,236 engagements** with @scvotweet #scvogathering posts
- **Media coverage reach 1.5 million people**



"A really well organised event – great opportunity to raise our profile within the Charities market"
Exhibitor and event host



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The Gathering 2019 will again take place at the SEC in Glasgow, and will incorporate other key third sector events, exhibitions and bring together more delegates, exhibitors and will have greater exposure.

The 2019 Gathering will be launched in September and will be promoted through a comprehensive marketing and communications

plan, which includes its own dedicated website linked to the main SCVO website and our partners' websites.

This allows sponsors to in effect have a 6 month engagement with the Scottish third sector and wider civil society through our communications and marketing – a significant benefit which adds increased value to the sponsorship package.

What's new for 2019

We have some exciting new developments for next year's event, our programme is having a refresh and will have a greater variation of events including a leadership programme.

We're also creating more opportunities for small organisations and social enterprises to be part of the exhibition and marketplace, and we'll be working with some new partners and organisations to reenergise the Gathering for our visitors.

Sponsorship package

SCVO are looking to have three complimentary sponsors for the Gathering in 2019 as well as a media partner. Supporting The Gathering as a sponsor will give you great brand exposure and comes with a fantastic package of benefits.



Brand exposure

- ✓ Acknowledged as sponsor on the Gathering website, includes your logo and a link to your website on the sponsors page and your logo on the footer of the website.
- ✓ Logo and acknowledgement on all Gathering electronic marketing which includes communication with SCVO 1,900 members and previous gathering attendees, these will be sent out 12 times throughout the year in the run up to the event.
- ✓ Opportunity to highlight your work, programmes or involvement at the Gathering through the above electronic marketing communications.
- ✓ Highlighted as sponsors in features in Third Force News.
- ✓ Logo on all Gathering adverts in Third Force News over a 6 month period.
- ✓ Advert in the Third Force News Gathering special given to all 3,000 visitors.
- ✓ Mentioned as sponsor on all press related work and press releases.
- ✓ Access to 3,000 + pre-registered delegate email addresses for pre and post event communication purposes. This would be done through SCVO.

Gathering participation and involvement

- ✓ Event room to host 2 events or workshops.
- ✓ Exhibition stand in a prominent position within the marketplace.
- ✓ Opportunity to have an insert/flier handed out to all 3,000 visitors.
- ✓ Logo on Gathering t-shirts worn by staff and volunteers at the event.
- ✓ Logo on all venue signage including event rooms, TV screens and directional signage.
- ✓ Opportunity to address all delegates at key points over the 2 days.
- ✓ Opportunity for you to be part of our new leadership programme where you will have access to 200 third sector leaders.

Additional brand exposure

- ✓ Additional branding will be given to sponsors through welcome signage and posters around the city of Glasgow at George Square, Clyde walkway, various subway stations and taxis, exact locations and timings still to be determined.

The above package is available at £7500 plus VAT

Please feel free to contact us to discuss the above package, tailoring a package to suit or any other sponsorship opportunities.