

cipp the chartered institute
of payroll professionals

NATIONAL PAYROLL WEEK 2022

5-9 SEPTEMBER

Advertising and sponsorship opportunities

cipp.org.uk



cipp
the chartered institute
of payroll professionals
leading the profession



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NATIONAL PAYROLL WEEK 2022

Taking place 5-9 September 2022, National Payroll Week (NPW) was established to raise the profile and awareness of payroll in the UK.

NPW helps demonstrate the impact the payroll industry has in the UK through the collection of income tax and National Insurance; which is expected to contribute in the region of £249bn* to the UK economy in 2020-21.

NPW provides payroll professionals with a dedicated week of celebration to highlight the important role payroll plays within business.



the chartered institute of payroll professionals





leading the profession

About the CIPP

The Chartered Institute of Payroll Professionals (CIPP) is the Chartered Institute for payroll, pensions and reward professionals in the UK. With more than 9,500* individuals benefiting from the CIPP's membership benefits, support and education services, the Institute is dedicated to raising the profile of payroll in businesses across the UK and internationally.

Leading the profession through education, membership and recognition

*based on income tax and national insurance contributions as shown on Labour market overview, UK - Office for National Statistics (ons.gov.uk) The data suggests this has fallen by £730,000.

 HEADLINE SPONSOR PACKAGE	£6,500+VAT Single opportunity available
 GOLD SPONSOR PACKAGE	£5,500+VAT Multiple opportunities available
 SILVER SPONSOR PACKAGE	£3,500+VAT Multiple opportunities available
 BRONZE SPONSOR PACKAGE	£3,000+VAT Multiple opportunities available

Why get involved?



Have visibility throughout National Payroll Week, positioning your brand alongside the only Chartered Institute for payroll



Demonstrate your support in raising the profile and awareness of the UK payroll profession



Network with industry professionals and decision makers



Gain competitive advantage by having nationwide coverage and opportunity to reach all those working in payroll within the UK



Attendance at the prestigious networking event in London



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This year, Portfolio Payroll were excited to be celebrating twenty years as Headline Sponsor for NPW! It was fantastic to see so many familiar payroll faces – in real life - at the launch drinks. We've also enjoyed the buzz when speaking to our loyal clients & candidates alike, reflecting on, not only the challenges of the past year, but also the positive developments, including elevation of the payroll profession. Having experienced unprecedented volumes of payroll opportunities in recent months, we are pleased to see new emerging payroll talent and proud to be supporting those moving up the career ladder within the industry. We loved seeing everyone getting involved throughout the week, decorating their offices, nominating their **#PayrollHeroes** and taking part in online webinars across the UK.

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NPW22 SPONSORSHIP PACKAGES

Please note: everything included in our packages is dependent on booking date and deadlines, so the earlier you book the more you will benefit.

Headline ‘National Payroll Week’ sponsor

Opportunity available to sponsor the CIPP’s National Payroll week, prominently featured as our headline sponsor

£6,500+VAT

Single opportunity available

SOLD

Before the event

- Recognition as headline sponsor in all NPW social media
- Sponsor logo and hyperlink to appear on National Payroll Week (NPW) page of the CIPP website and acknowledged as headline sponsor
- Sponsor logo to appear on all marketing communications sent to CIPP members, including digital packs, plus recognised as headline sponsor
- Advert with acknowledgement as headline sponsor to be placed in NPW digital pack
- Mentioned as headline sponsor in all NPW pre-event editorial in *Professional* magazine

During event

- Opportunity to send a solus e-shot on day one of NPW to those who have requested a digital pack. In 2021 over 3,330 packs were requested
- One representative to attend the Future of Payroll roundtable on 5 September
- Identified as headline sponsor at the NPW launch event on 5 September
- Pop up banner in premium location in the room at launch event
- Attendance at the launch event for two representatives on 5 September
- Opportunity to invite up to five guests to the launch event on 5 September

After event

- Mentioned as headline sponsor in all post event editorial in *Professional* magazine
- Opportunity to supply a quote as to why you think NPW is important for payroll professionals for use in editorials and PR
- Acknowledged as headline sponsor in the NPW supplement which will be distributed to members in with the October magazine

Additional optional extra £1,000+ VAT – One webinar on the NPW programme on a topic to be agreed with CIPP with session hosted by CIPP representative. Contact details of attendees who agree to CIPP sharing details with a third party will be provided for this session. Links to websites and downloadable documents can be shared during webinar. Webinar advertisement to CIPP database *13,000+

Gold sponsorship ★

National Payroll Week 2022 will feature a series of online events throughout the week and this sponsorship opportunity offers you prominent placement in these events

£5,500+VAT

Multiple opportunities available

SOLD

Before the event

- Logo to appear on marketing to promote the event
- Logo and hyperlink from the CIPP website
- Social media post as soon as signed as a sponsor
- Mention in pre-event editorial in *Professional* magazine
- Sponsor logo to appear on all marketing communications, including the digital NPW celebration pack
- Sponsor logo, hyperlink and 50 word inclusion to appear on the NPW page

During event

- One webinar on the NPW programme on a topic to be agreed with CIPP with session hosted by CIPP representative. Contact details of attendees who agree to CIPP sharing details with a third party will be provided for this session. Links to websites and downloadable documents can be shared during webinar. Webinar advertisement to CIPP database 13,000+
- Logo and acknowledgement as event sponsor to be included in opening video sting used at the beginning of every session during the week
- One representative to attend the Future of Payroll roundtable on 5 September
- Sponsorship of the launch event on 5 September
- Attendance at the launch event for two representatives on 5 September
- Pop up banners in the room
- Opportunity to invite up to five guests to the launch event on 5 September
- Opportunity to send a solus e-shot during NPW to those who have requested a digital pack for the first four sponsors. Any subsequent sponsors will be sent the week immediately afterwards. In 2021, over 3,330 packs were requested.

After the event

- Acknowledged as sponsor in the NPW supplement which will be available with the October magazine.



Silver sponsorship ★

Show your support for the payroll, pensions and reward industries by sponsoring National Payroll Week 2022

£3,500+VAT

Multiple opportunities available

Face to face event

SOLD

Before the event

- Sponsor logo to appear on all marketing communications, including the NPW promotional pack
- Logo and hyperlink to appear on NPW page of the website
- Mention in pre-event editorial in *Professional* magazine

During event

- Sponsorship of the launch event on 5 September
- Attendance at the launch event for two representatives on 5 September
- Pop up banners in the room
- Opportunity to invite up to five guests to the launch event on 5 September
- Opportunity to send a solus e-shot during NPW to those who have requested a digital pack for the first four sponsors. Any subsequent sponsors will be sent the week immediately afterwards. In 2021, over 3,330 packs were requested
- One representative to attend the Future of Payroll roundtable on 5 September

After the event

- Acknowledged as sponsor in the NPW supplement which will be available in October



Bronze sponsorship

Show your support for the payroll, pensions and reward industries by sponsoring National Payroll Week 2022

£3,000+VAT

Multiple opportunities available

Face to face event

Before the event

- Sponsor logo to appear on all marketing communications, including the NPW promotional pack
- Logo and hyperlink to appear on NPW page of the website
- Mention in pre-event editorial in *Professional* magazine

During event

- Sponsorship of the launch event on 5 September
- Attendance at the drink's reception for two representatives on 5 September
- Pop up banners in the room
- Opportunity to invite up to five guests to the launch event on 5 September

After the event

- Acknowledged as sponsor in the NPW supplement which will be available in October



ORDER FORM

IPP Education Ltd
A subsidiary of the Chartered Institute of Payroll Professionals
Goldfinger House, 245 Cranmore Boulevard, Shirley, Solihull, B90 4ZL

t: +44 (0)121 712 1000 e: info@cipp.org.uk cipp.org.uk

Order acknowledgement

The total fees shall not exceed the Total Amount in Aggregate set out above without the prior written approval of Client.

This agreement is between the signing organisation and the Chartered Institute of Payroll Professionals (a company incorporated by Royal Charter) and IPP Education Ltd (a subsidiary of the Chartered Institute of Payroll Professionals). Registered No. 3612942 (England). VAT No. 864462406 Registered Address: Goldfinger House, 245 Cranmore Boulevard, Shirley, Solihull, B90 4ZL (referred to as the CIPP).

By signing the order acknowledgement form, you are agreeing to the CIPP's terms and conditions of sale. Details of the sponsorship package are only available if deadlines are met by the sponsoring company.

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It is your responsibility to ensure your website links are kept up to date.

The CIPP and its subsidiary holdings will not be liable for any financial loss through the cancellation of an event owing to adverse weather, act of terrorism or any other "Act of God".

The sponsor is responsible for and shall fully indemnify the CIPP against all costs, claims, demands, proceedings and losses whatsoever including personal injury made against or incurred by the CIPP as a result of the sponsor promoting, advertising or exhibiting any goods or services at the conference save as precluded by the Unfair Contract Terms Act 1977.

The sponsor is responsible for the loss or damage to their own property and injury, loss or damage to the other persons or their property by the negligence of the sponsor. The CIPP accepts no responsibility for such risks. The sponsor is responsible for insuring against such risks.

By signing the order acknowledgement form, you are agreeing to the CIPP's terms and conditions of sale as displayed on the CIPP website.

Opportunity No: (office use only)

Date:

Please confirm invoice company name, address and details

Company name:

PO number:

Reg. number:

Address:

Postcode:

Email:

Options		2021 rate
	Headline 'National Payroll Week' sponsor	£6,500
	Gold sponsorship	£5,500
	Silver sponsorship	£3,500
	Bronze sponsorship	£3,000

Total cost

Event sponsorship terms and conditions can be found [here](#).

Name:

Job title:

Organisation name:

Signed:

Date:



Need more information

For more information on National Payroll Week sponsorship, or sponsorship of any of the CIPP's events, email daniel.cull@cipp.org.uk or call 07795 652 645.