

CIPFA\



Sponsorship 2025

cipfa.org

The Chartered Institute of Public Finance and Accountancy (CIPFA) is a UK-based international accountancy membership and standard-setting body. We are the only professional body globally dedicated to public financial management.

CIPFA believes that improving public services is the key to changing lives for the better and that good public financial management is central to achieving this ambition. The CIPFA brand has a high degree of credibility with senior finance staff in the public sector and is synonymous with good governance and financial management best practice. For many finance professionals across public services and at all levels – we are the organisation that they turn to for advice and support. We work with donors, partner governments, accountancy bodies and the public sector around the world to advance public finance and support better public services.

From simple awareness raising of your brand through to opportunities to interact face to face at our annual conferences, we have a range of options to provide you with unique access to contacts that are responsible for the delivery of UK public services.

CIPFA welcome the opportunity to partner with you on issues that face the public sector, with our overall aim always being to have the best interests of the public finance sector at heart.



This is much more than a sponsorship agreement – we are committed to a partnership that adds value to the sector and supports CIPFA members. We're really keen to be involved in events, including regional conferences and roundtables, where we have speakers holding sessions about important public finance topics, holding workshops, and meeting with members to discuss the broader issues. The roundtables we host enable us to have deeper discussions with delegates, giving us the opportunity to exchange ideas and perspectives around public sector service delivery. We strive to make it a partnership that genuinely benefits both organisations – sending out a message that we are working as part of the local government family.



Why sponsor?



Trusted partner to help public services with financial management

Strong regional reach across UK



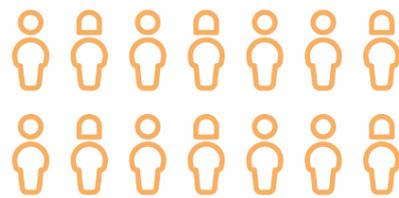
Opportunity of engagement with

over 200

public sector organisations

14,000+

Members



covering all areas of the public sector



Over 3,000

student members globally

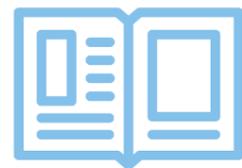
CIPFA's online opinion pieces receive over

4,000 views



per month from public sector professionals

Over **74,000**



views online on CIPFA publications

CIPFA’s approach to sponsorship is to be guided by you, with the overall aim being to enable greater engagement and access to the community of finance leaders who CIPFA represent, we are flexible in our approach to ensure we build a partnership that works for you. By doing this, we are confident that your needs and the needs of the public sector are met, helping to achieve our overarching goal of improving services which is key to changing lives for the better.



At TechnologyOne, we know councils navigate huge challenges. It’s been great to partner with CIPFA, as we work together to improving public services. Our long term and successful relationship with CIPFA supports the work of our local government industry director and our wider business development teams. We look forward to further developing our relationship with CIPFA as TechnologyOne continues to grow in the UK.

technologyone

Transforming business, making life simple



Zurich Municipal have a long-standing relationship with CIPFA. The relationship has been valuable, and we have worked well collaboratively – a highlight for us was the Procurement campaign in 2022, in which we collaborated with CIPFA to discuss the importance of strategic procurement. This consisted of a podcast, a webinar, a roundtable, and a workshop at Public Finance Live, rounded off with a cobranded procurement report. We look forward to continuing to work with CIPFA in 2023 and beyond!



Contact Us

To engage with key decision makers within public finance in partnership with CIPFA presents a unique opportunity for you to gain access and deliver messages to the public sector.

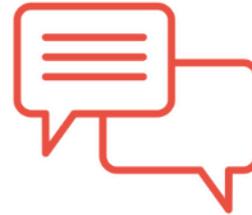
Developing a sponsorship package over single or multiple years is of great value and allows for the growth of a strong working partnership, enabling CIPFA to work closely with you in helping to achieve your strategic goals.

We are keen to make a partnership work for you, and will always discuss your needs and scope fully an effective sponsorship package, ensuring alignment with CIPFA's policy, marketing and communication themes and in keeping with CIPFA's charitable aims.

To start the conversation, please contact:

Fiona Cantwell

Fiona.cantwell@cipfa.org



We look forward to working with you in the future.

CIPFA \

The Chartered Institute of Public Finance and Accountancy.
Registered with the Charity Commissioners of England and Wales No 231060
Registered with the Office of the Scottish Charity Regulator No SC037963.

cipfa.org