

# THE OXFORD FARMING CONFERENCE



## Specification for Sponsorship Sales Management - Fundraising services for the Oxford Farming Conference

### Background

The Oxford Farming Conference (OFC) is one of the leading international conferences on the future of agriculture. Taking place early in January every year The OFC sets the agenda for the year ahead for an entire industry. Looking strategically at global and local issues affecting the UK's agribusiness, farming, rural and food economies The OFC seeks to make these known to a wide farming industry audience. Its speakers are of the highest caliber, including leaders from the agricultural industry worldwide, the heads of international food retail businesses, international politicians, successful young farmers, and scientists at the forefront of their field. Its audience brings a wealth of innovative ideas and expertise to the debates.

The OFC has extended its reach from the main event in January to include a summer Arable Conference at the June Cereals Event, The OFC /RASE Science and Innovation Award, active support of young people via The OFC scholars' programme, annual market research and online streaming of The OFC.

The OFC is designed and run by The OFC Council (The Council) of ten members (who are also directors of the OFC), and its expert secretariat, as a team. The Council Members are drawn from a range of agricultural, agribusiness and food industry areas. Members serve for three years and are replaced in rotation. A marketing consultant supports the PR and Marketing activities of the OFC.

The aims and objectives of the Charity as stated in the governing documents are broad and, whilst mainly educational, go beyond the principal activity of running a successful Annual Conference.

The OFC is a charity and within its scope the Directors have resolved to extend key services for tender. Tenders are being sought for provision of sponsorship sales services for the 2018 OFC which will take place in January 2018.

# THE OXFORD FARMING CONFERENCE



## The OFC requirement for Sponsorship Sales Support

To achieve £150,000 sponsorship income for the OFC for the 2018 OFC.

To build on the evaluation work on outputs and impact for sponsors and their retention for 2018 OFC, undertaken by the directors responsible for sponsorship of the 2017 OFC .

To support directors to review what sponsorship items and packages will be provided for 2018, what benefits will be expected to be delivered to sponsors and agree target income per item.

To come up with creative ideas for attractive packages and sponsorship proposals which will reduce the total number of sponsors, increasing the number of key sponsors whilst delivering for both the OFC and the sponsor.

To attract new sponsors to the event who may have no knowledge of OFC or even agriculture.

To work closely with the Director with special responsibility for sponsorship, providing feedback for monthly OFC council meetings and to deliver this target for securing sponsorship.

To meet with target companies and provide a pitch to them, including making arrangements, following up in a professional and timely manner.

To work with the secretariat to ensure that all contracts are sent out in a timely manner, immediately after the sponsorship is secured.

To work with both the secretariat and Financial Director to ensure invoices are raised in a timely manner and that invoices are paid within one month of being raised.

To maintain records stored on a shared folder demonstrating progress, target sponsors, secured sponsors, amounts and status.

To assist in fielding sponsor enquiries and queries and dealing with problems should they arise

All data will at all time remain property of OFC.

## The tender

The tendering process is anticipated as follows:

1. Tendering invitations issued Friday 30<sup>th</sup> December 2016.
2. Any questions submitted in writing to Caroline Millar, OFC Director ([caroline@goruralforbusiness.com](mailto:caroline@goruralforbusiness.com)) by Friday 13<sup>th</sup> January 2017.

# THE OXFORD FARMING CONFERENCE



3. Responses to questions supplied in writing by Tuesday 17 January 2017.
4. Completed tender submissions with full costings, completed application form (see attached) and CV of key staff to Caroline Millar, OFC Director ([caroline@goruralforbusiness.com](mailto:caroline@goruralforbusiness.com)) by Friday 20<sup>th</sup> January 2017 at 12 noon.
5. Companies advised whether they have been shortlisted for interview on Wednesday 25<sup>th</sup> January 2017.
6. Interviews to be held at The Farmers Club, 3 Whitehall Court, London, on Friday, 3<sup>rd</sup> February 2017.

Applicants should note that they will be interviewed by a panel comprising Directors of the OFC and tenders will be assessed on a range of criteria including: -

- The experience of the people delivering the services (CV's of key people will need to be provided) and the key point of contact for the OFC.
- The size of the providers employed team and contingency in event of key staff departure.
- Systems adopted and used to simplify the services provided.
- The company trading position and previous years' accounts.
- Proposed method of remuneration.
- Demonstration of innovation.
- Other services that can be offered; printing, IT, database management etc. and relationships that the provider can lever.
- Relevant experience and track record of raising sponsorship in similar situations.
- The ability to work sympathetically with a voluntary council of OFC directors.

ENDS