

## Annual Conference Sponsorship Packages

The British Accounting and Finance Association (BAFA) is the UK learned society for accounting and finance academics. The quality and reputation of BAFA's activities is reflected in a wide membership including leading academics from universities across the UK and globally. Our members teach the students who are the next generation of accountants, finance professionals and business leaders, and undertake cutting edge research providing insights that help develop and refine a wide range of accounting and finance practices.

In 2024 our Annual Conference with Doctoral Masterclasses will be held as an in-person event at the University of Portsmouth, from **Monday 8 April to Wednesday 10 April**. The conference dinner and awards reception will be on Tuesday 9 April.

We are offering the following sponsorship packages to enable selected organisations to engage effectively with our members at the conference, thereby maintaining and raising their profile and building relationships among our highly valuable accounting and finance academic community:

### ***Regular sponsorship – Price per sponsor is £2,000***

Each regular sponsor will have:

- Logo displayed on the conference web page on the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing.
- Logo displayed as a regular sponsor at strategic locations in the conference venue for the duration of the conference.
- **Two** free passes for staff attending the conference and the conference dinner, this includes access to the Virtual Conference Platform
- Up 2m<sup>2</sup> of space for an exhibitor's stand at the main conference (8–10 April)
- **Lunchtime slot for a presentation**
- A dedicated page on the Virtual Conference Platform with logo, text, downloadable PDF brochure/flyer, and embedded video.
- Access (via the VCP) to the latest cutting-edge research findings and insights from accounting and finance researchers, practitioners, policymakers, standard-setters and regulators around the globe. This access is available during the conference and for 7 days following the conference.

### ***Silver sponsorship – Price per sponsor is £5,000***

There will be a **maximum of two silver sponsors**. Each of the silver sponsors will have:

- Logo displayed on the conference web page on the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing
- Logo displayed as a silver sponsor at strategic locations in the conference venue for the duration of the conference.
- Logo displayed during the conference opening ceremony.

- **Three** free passes for staff attending the conference and the conference dinner, this includes access to the Virtual Conference Platform
- Up to 3m<sup>2</sup> of space for an exhibitor's stand (8–10 April)
- **A speaker slot in a panel session at the conference.**
- A dedicated page on the Virtual Conference Platform with logo, text, downloadable PDF brochure/flyer, and embedded video.
- Access (via the VCP) to the latest cutting-edge research findings and insights from accounting and finance researchers, practitioners, policymakers, standard-setters and regulators around the globe. This access is available during the conference and for 7 days following the conference.

### ***Gold sponsorship – Price per sponsor is £10,000***

There will be a **maximum of one gold sponsors**. Each of the gold sponsors will have:

- Logo displayed on the conference web page on the BAFA website and on all conference flyers from the date the sponsorship is confirmed in writing
- Logo displayed as a gold sponsor at strategic locations in the conference venue for the duration of the conference.
- Logo displayed prominently during the conference opening ceremony.
- **Four** free passes for staff attending the conference and the conference dinner, this includes access to the Virtual Conference Platform
- Up to 5m<sup>2</sup> of space for an exhibitor's stand (8–10 April).
- A speaker slot in a panel session at the conference.
- **Acknowledgement as one of the named sponsors of the conference dinner.**
- **A speaker slot at the conference dinner.**
- A dedicated page on the Virtual Conference Platform with logo, text, downloadable PDF brochure/flyer, and embedded video.
- Access (via the VCP) to the latest cutting-edge research findings and insights from accounting and finance researchers, practitioners, policymakers, standard-setters and regulators around the globe. This access is available during the conference and for 7 days following the conference.

In addition to the above sponsorship packages, we also have sponsorship opportunities available for specific events at the conference such as:

- Keynote lectures.
- Lunches.
- Morning or afternoon tea and coffee breaks.
- Early-bird reception on Monday, 8 April 2024.
- The drinks reception before the conference dinner on Tuesday, 9 April 2024.

For further enquiries about sponsoring the 2024 BAFA conference, or to express an interest in becoming a sponsor, please contact the BAFA administrator by email on [admin@bafa.ac.uk](mailto:admin@bafa.ac.uk).