



The premier organisation for
data professionals in the UK

DAMA UK

Sponsorship Proposals

2010

1. INTRODUCTION

DAMA UK

DAMA UK is a not-for-profit organisation dedicated to the improvement of data management practices within organisations in the UK.

FUNDING

The primary funding mechanism for DAMA UK is the annual subscriptions paid, on a Corporate or Individual basis, by its members.

SPONSORSHIP

In order to provide a suitable programme of events to its members, DAMA UK seeks assistance from organisations that will benefit from the exposure to its membership base by the various means available within this sponsorship proposal. These are quarterly newsletters, meeting notices, the DAMA UK web-site and the events themselves.

Three levels of sponsorship are available: Gold, Silver and Bronze. The Benefits and Conditions associated with each level are described below.

APPLICATIONS

Any organisation interested in sponsoring DAMA UK should contact any committee member or apply directly to the DAMA UK Administrator whose contact details can be found on the DAMA UK web-site (www.damauk.org).

2. GOLD Sponsorship

DEFINITION

Gold Sponsorship is the sponsorship of DAMA UK for a 12-month period, commencing on the first day of a quarter as outlined in the "Period Covered" section below.

BENEFITS

Web-site Coverage

The details of any vendor with gold sponsorship will be included on the DAMA UK web-site, incorporating a hyperlink to the vendor's own site, for the full period of the sponsorship. In line with market practice, this will be covered by a standard clause precluding any responsibility/liability in cases of sponsor's mal-practice/diversion of links to inappropriate sites etc.

Meeting Advertisements

The details of the vendor (logo and url) will be included on all DAMA UK newsletters (currently produced quarterly) and circulars relating to every DAMA UK event, for the full period of the sponsorship.

In addition, each vendor will be allowed to submit a short news article to be included in each newsletter. The final content of the article will be agreed between the vendor representative and the newsletter editor.

Event Coverage

Each vendor will be mentioned in the opening and closing remarks at every event during the sponsorship period and will be permitted to send 2 delegates to each such event.

Literature Display

Every event venue will provide a suitable area for the vendor to display product literature. Further consideration will be given to the exact means for achieving this.

Voice on the Committee

Gold sponsors are encouraged to suggest locations and speakers for future DAMA UK events. These will be directed through the appropriate DAMA UK Committee members (Events Chair and Vendor Chair); however, DAMA UK is under no obligation to adopt such suggestions.

Advertising with DAMA.UK logo

Gold sponsors may, during the year of sponsorship and after securing written permission from DAMA.UK, use the fact that they are sponsoring DAMA in their promotions. This can include the use of the DAMA.UK logo and web-site link.

CONDITIONS

Rights to DAMA.UK information

Gold sponsorship does not allow sponsors access or use of any DAMA.UK information including membership / mailing lists. Should sponsors be thought, beyond a reasonable level of doubt, to be using DAMA.UK membership lists, all sponsorship rights will be immediately terminated and any sponsorship fees returned on a pro-rata basis.

Promotion at Joint Events

DAMA UK is actively pursuing the holding of joint meetings with other appropriate bodies, e.g. BCS and ERA. Precise details regarding the sponsorship of such events are unknown at this stage but every effort will be made to ensure that sponsors are represented accordingly.

Period Covered

Gold sponsorship will cover a period of 12 months starting from the first day of any quarter (i.e. 1 January, 1 April, 1 July or 1 October).

Cost

The cost of gold sponsorship is £2,000. VAT is not payable on DAMA UK sponsorship costs.

3. SILVER SPONSORSHIP

DEFINITION

Silver Sponsorship is the sponsorship of a single DAMA UK event commencing on the first day of the period after the previous DAMA UK event. For the purposes of this definition, the AGM is not included as a DAMA UK event.

BENEFITS

Meeting Advertisements

The details of the vendor (logo and url) will be included on the DAMA UK newsletter and any circulars relating to the DAMA UK event being sponsored.

Event Coverage

The vendor will be included in the introductory presentation at the event and will be permitted to send 2 delegates.

Literature Display

The event venue will provide a suitable area for the vendor to display product literature.

CONDITIONS

Rights to DAMA.UK information

Event sponsorship does not allow sponsors access or use of any DAMA.UK information including membership / mailing lists. Should sponsors be thought beyond a reasonable level of doubt to be using DAMA.UK membership lists, future sponsorship rights will be removed.

Promotion at Joint Events

DAMA UK is actively pursuing the holding of joint meetings with other appropriate bodies, e.g. BCS and ERA. Precise details regarding the sponsorship of such events are unknown at this stage but every effort will be made to ensure that sponsors are represented accordingly.

Period Covered

Silver sponsorship will only cover the individual event being sponsored.

Cost

The cost of silver sponsorship will be £500. VAT is not payable on DAMA UK sponsorship costs.

4. BRONZE Sponsorship

DEFINITION

Bronze Sponsorship is the sponsorship of DAMA UK for a 12-month period, commencing on the first day of a quarter as outlined in the "Period Covered" section below.

BENEFITS

Web-site Coverage

The details of any vendor with bronze sponsorship will be included on the DAMA UK web-site, incorporating a hyperlink to the vendor's own site, for the full period of the sponsorship. In line with market practice, this will be covered by a standard clause precluding any responsibility/liability in cases of sponsor's mal-practice/diversion of links to inappropriate sites etc.

CONDITIONS

Rights to DAMA.UK information

Bronze sponsorship does not allow sponsors access or use of any DAMA.UK information including membership / mailing lists. Should sponsors be thought, beyond a reasonable level of doubt, to be using DAMA.UK membership lists, all sponsorship rights will be immediately terminated and any sponsorship fees returned on a pro-rata basis.

Promotion at Joint Events

DAMA UK is actively pursuing the holding of joint meetings with other appropriate bodies, e.g. BCS and ERA. Precise details regarding the sponsorship of such events are unknown at this stage but every effort will be made to ensure that sponsors are represented accordingly.

Period Covered

Bronze sponsorship will cover a period of 12 months starting from the first day of any quarter (i.e. 1 January, 1 April, 1 July or 1 October).

Cost

The cost of bronze sponsorship is £200. VAT is not payable on DAMA UK sponsorship costs.