

# Better Together 2024: Collaborative Thought and Action for Better Evaluation



## Sponsorship Brochure

**European Evaluation Society**

**15th Biennial Conference**

23-27 September 2024

Rimini, Italy

# INTRODUCTION

Many argue that the world is in a state of polycrisis. There is a heightened sense of urgency and anxiety, as well as an awareness that no single group or agency has a monopoly on the evidence and insight needed to respond to these crises effectively and fairly. We can no longer afford to tackle these issues with monolithic, siloed, and linear approaches. Our individual specialisms need to combine with other areas of knowledge and skill sets and other perspectives. Innovative and more inclusive collaborations will support learning and enable us to more effectively leverage transformative agendas for change. We are better together.

EES 2024 offers our community the opportunity to stand together, in all our diversity, to re-frame how evaluation is understood, implemented, and used. The 2024 conference presents a timely opportunity to draw on the wealth of experience of the EES constituency and leverage it to promote a positive contribution from the evaluation world. Building upon the valuable feedback received following Copenhagen 2022 and from other previous events, the EES 2024 will provide a new and even stronger opportunity to share, learn, and come together as a community.

The 2024 conference themes are reflective of a different approach to learning and sharing, anchored in collaboration; the modalities combine old and trusted approaches with innovative ones. The programme will be reflective of the facility and designed to ensure that the physical space is used in the best possible way to facilitate sharing and collaboration. We aim to focus our agenda on younger and less often heard voices on the evaluation spectrum. We also invite EES TWGs and evaluation communities of practice to work with us in shaping sessions and strands and showcase new approaches and innovative collaborations in their fields of evaluation. Achieving these objectives relies on the goodwill of our whole community to embrace both collaboration and inclusion in the pursuit of a richer, more dynamic and impactful evaluation sector.

We look forward to convening, growing and integrating our evaluation community in Rimini in September 2024 where we will find new and better solutions to known and new problems by thinking together. After two days of professional development workshops, the Conference will engage an estimate of 500-600 delegates in three days of innovative and more classical formats to exchange ideas. Keynotes, papers, panel, and poster sessions will take place alongside fishbowls, birds of a feather, and think tank sessions.

We are looking for sponsors for the Conference as a whole, and for specific sessions, including curated sessions. We are also looking for donors to sponsor bursaries for evaluators from developing countries. The EES Bursary programme has allowed the EES Conference to support evaluation capacity building beyond European countries. It presents an unrivalled opportunity for evaluators from less privileged environments to build their skills, network, present and engage in evaluation debates with peers. In this regard, the Professional Development Workshops offer extremely valuable opportunities to learn from the best in the field across a range of evaluation issues and approaches.

We hope you can support us in fostering the best possible debates and experiences for the international evaluation community.

**Tom Ling, past EES President  
and  
May Pettigrew, incoming EES President**

## Why support the EES Conference?

As with all our previous conferences, EES will deliver a high-quality, professional conference that allows both our members and the wider evaluation community to engage in debate and discussion on the field's most pressing topics. As always, one focus for this event is **inclusivity**, as we are keeping our registration costs low to allow people to participate who would not be able to otherwise.

As we look to reinforce the wider evaluation community, we are looking to key stakeholders in this field to **show their solidarity** by supporting us with sponsorships.

## Sponsorship Categories

### General Sponsorship

EES is very thankful to its sponsors, whose contribution is recognised as a valuable enhancement of the Conference. At the same time, sponsoring the Conference gives your organisation the unique opportunity to increase your visibility and gain direct access to over 500 delegates specialising in evaluation from around the world.

We kindly invite you to choose from one of the following sponsorship categories.

Category	PLATINUM	GOLD	SILVER	BRONZE
<b>Price</b> <i>All prices are net (excluding VAT)</i>	12 000 EUR	10 000 EUR	6 000 EUR	3 000 EUR
<b>ACCESS</b>				
<b>Free registrations</b> <i>Full Conference Access</i>	4	3	2	1
<b>20% discount on additional registrations</b>	✓	✓	✓	✓
<b>EXHIBITION</b>				
<b>Exhibition space</b> <i>(incl. 1 table and 2 chairs, electrical power connection and bin)</i>	Up to 9 sqm	Up to 6 sqm	4 sqm	✗
<b>Exhibition location priority</b>	First choice	After platinum	After gold	✗
<b>EXPOSURE</b>				
<b>Logo printed on lanyards</b>	✓	✗	✗	✗
<b>Logo on the digital programme</b>	✓	✗	✗	✗
<b>Logo with hyper-link on the conference website</b>	✓	✓	✓	✓
<b>Logo in the main meeting hall</b>	✓	✓	✓	✓
<b>Logo and profile in the Mobile App</b>	✓	✓	✓	✓
<b>SOCIAL MEDIA &amp; COMMUNICATION</b>				
<b>1 sponsor announcement social media post</b> <i>(from the EES accounts - Facebook, LinkedIn, X)</i>	✓	✓	✓	✓
<b>No. of dedicated social media posts</b> <i>(from the EES accounts - Facebook, LinkedIn, X)</i>	3	2	1	✗
<b>Logo on all event email communication</b>	Header	Footer	✗	✗
<b>No. of Mobile App push notifications during the event</b>	2	1	✗	✗

## Support Evaluators: Bursaries

### **4 500 – 6 000 EUR per Conference Bursary**

*(Price varies based on the actual travel costs and whether bursaries are awarded for the conference only or for the conference and Professional Development Workshops)*

#### **Fulfilment:**

- Recognition/ logo on the conference website and acknowledgment in a message/confirmation email to bursary recipients

Sponsoring bursaries will allow us to achieve our aim of hosting an inclusive and diverse conference. As in past years, the EES Conference will bring together evaluators from all over Europe and beyond. Bursaries will be used to fund the costs for evaluators from developing countries and to attend the conference, and in some cases to also attend Professional Development Workshops.

The aim is to include evaluators from developing countries that would otherwise not be able to participate, and who in turn will contribute to evaluation capacity building in their home countries. In addition we intend to include more young and emerging evaluators from Europe who would be unable to participate if it were not for bursaries.

A thorough and strict selection procedure is applied to ensure that selected bursary recipients will fully profit from the experience. The bursary sponsor can provide country preferences (which may depend on the sponsor's institutional policy). The costs the bursary covers include travel expenses, accommodation, an allowance for meals and incidentals, such as participation in social events (e.g., the welcome reception), conference registration including EES membership (to benefit from the preferential conference registration rate), and fees for attending a Professional Development Workshop, where applicable. In addition to the general bursary award, we seek bursaries for curated session participants who are otherwise unable to fund their own attendance. (These bursaries are intended for young evaluators and those from the global south and will be governed by strict criteria to ensure only those in need are awarded funds).

## Support the Conference Programme

### **Professional Development Workshops**

**5 000 EUR per workshop**

The EES will be offering a broad array of full day pre-conference sessions for professional development. The sessions will be conducted by internationally renowned trainers. We invite you to support one of more Professional Development Workshops.

#### **Fulfilment:**

- Logo in the final programme (on the website and mobile app) next to the workshop
- Logo in the workshop meeting room
- Workshop introduction (3 min. speaking opportunity)
- Email blast to the workshop participants

### **Conference Sessions**

**1 500 - 5 000 EUR per session**

*(Price varies based on the number of invited panelists and Includes room rental and standard technical equipment)*

We warmly welcome your sponsorship of specific sessions that will help the EES Conference serve as a platform for sharing knowledge, ideas and experience regarding the theory, methods, and practices of evaluation in Europe and beyond. We also look forward to expanding the types of sessions to maximize the exchange of ideas and use of time at the conference.

Learn more about the Conference Sessions at <https://ees-conference2024.com>.

#### **Fulfilment:**

- Logo in the final programme (on the website and mobile app) next to the session
- Logo in the meeting room during the sponsored session
- Session introduction (3 min. speaking opportunity)

EXHIBITION SPACE	9 sqm	6 sqm	4 sqm
<b>Price</b> <i>All prices are net (excluding VAT)</i>	<b>4 150 EUR</b>	<b>2 950 EUR</b>	<b>2 150 EUR</b>
<b>2 exhibitor registrations</b>	✓	✓	✓
<b>1 table and 2 chairs, electrical power connection and bin</b>	✓	✓	✓
<b>Logo on the conference website</b>	✓	✓	✓
<b>Logo and profile in the Conference Mobile App</b>	✓	✓	✓

\* Exhibition is included in Platinum, Gold and Silver Sponsor Packages.

## Extend your stand

**400 EUR**

Add an additional sqm to your existing stand.

## Technology

### Mobile App (Exclusive)

**6 500 EUR**

The EES Conference will have an official mobile application (iOS & Android) available for download. The app will provide delegates with access to the detailed scientific programme, venue floorplans, general information and sponsors and exhibitors details. It is a platform that enables networking between delegates. As such, it is a great sponsorship opportunity - the interface can be branded with your logo.

### Fulfilment:

- Branded splash image in the official mobile app
- Logo on all the communication regarding the app towards participants
- 3 push notifications during the event

**Mobile App push notification****500 EUR**

Want to remind attendees to visit your stand? It can be done via notification in the mobile app.

**Streaming and Video Recording****price to be discussed**

We may decide to provide live streaming and video recordings. If so, we would be happy to discuss the opportunity to sponsor these.

## Additional sponsorship opportunities

**Attendee badges****2 000 EUR**

Logo on the attendees' name badges

**Speakers preview room****2 500 EUR**

Support our speakers before their sessions. The speakers preview room is a dedicated room where presenters can get ready before their presentations. This is a great opportunity to increase brand visibility among the experts.

**Fulfilment:**

- Recognition on event signage
- Possibility to place promotional materials and/or free-standing banners in the room

**Poster session or e-poster kiosk****1 500 EUR****Fulfilment:**

- Logo at entrance to poster area

Other sponsorship opportunities are available upon further discussion with the Conference Team.

Note: All prices are net (excluding VAT).



# Contact information

## EES Conference Coordination Team

### **May Pettigrew**

General Conference Coordination

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To learn more, visit:

<https://europeanevaluation.org>  
<https://ees-conference2024.com>



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