

Government Counter Fraud AWARDS 2017

Sponsorship opportunities

Thursday 21 September 2017

The Kia Oval

www.counterfraudawards.com



Cabinet Office



CIPFA COUNTER
FRAUD CENTRE



NCA
National Crime Agency

Why sponsor the Awards?

For those wanting to enhance their profile in the public sector, the Government Counter Fraud Awards represent a unique opportunity to access and influence leading figures and practitioners from across the counter fraud arena and the wider public sector.

About the Awards

Each year, the public sector loses an estimated £20.6bn to fraud and corruption. Despite stretched resources and a constantly shifting landscape, those working in the public sector counter fraud arena have proven incredibly resourceful and creative in their approach.

Now in their second year, the Government Counter Fraud Awards celebrate the outstanding achievements of these counter fraud 'heroes'. They unite the public sector counter fraud community and shine a light on the expertise and professionalism of top-performing individuals and teams.

The Awards are hosted by the Cabinet Office, the Chartered Institute of Public Finance and Accountancy's (CIPFA) Counter Fraud Centre and the National Crime Agency (NCA).

The exposure

The Awards – and their sponsors – will be extensively promoted on and offline before, during and after the gala ceremony on 21 September.

Depending on the package you select, this could mean your brand is exposed to:

- **24,000 public sector staff via daily Public Finance email newsletter**
- **14,000 CIPFA members via monthly Public Finance magazine**
- **10,080 CIPFA followers on LinkedIn**
- **7,400 @CIPFA Twitter followers**
- **7,000 public sector staff working in counter fraud and related roles via dedicated emails**
- **150 leading figures and counter fraud practitioners attending the Awards gala ceremony**

The Awards will also be promoted via co-hosts the Cabinet Office and the National Crime Agency and by the judges and shortlisting panel. They represent a wide range of organisations including the Charity Commission, the Department for Work and Pensions (DWP), the Department for Education, the Department of Health, Ofqual, the Ministry of Defence and several local authorities.

In addition, all Awards sponsors will be invited to attend a special event on the afternoon of the gala ceremony. Advertised by the Institute, the event will bring together counter fraud professionals and leading sector commentators for the launch of the 2017 CIPFA Fraud and Corruption Tracker report, which provides a national overview of all fraud, bribery and corruption activity throughout the UK public sector.

The ceremony

The Awards ceremony on 21 September will attract c. 150 attendees from across the public, private and third sectors. It is the ideal forum for raising awareness of your brand and signalling your support of those fighting fraud in the public sector.

The ceremony will be attended by all shortlisted nominees and their colleagues as well as the Executive Director of Fraud, Error & Debt at the Cabinet Office and counter fraud leaders from both the public and private sectors.

Attendees will be a mixture of those responsible for the deployment of resources and counter fraud investigators.

Guest speakers at the inaugural ceremony in 2016 included the Parliamentary Secretary at the Cabinet Office, Chris Skidmore and former Attorney General, Lord Goldsmith QC. We look forward to welcoming similar esteemed guests to this year's ceremony.

The venue

The Awards ceremony, comprising a drinks reception and three course dinner, will take place in the Ashes Suite at the iconic Kia Oval in London.

Boasting outstanding views of the cricket ground, there will be opportunities to display your brand, whether you choose to sponsor a table or an Awards category, or become headline sponsor – for full details, see 'Sponsorship opportunities' on p4.

The Awards categories

There are seven categories, designed to showcase a broad range of counter fraud and anti-corruption cases, initiatives and projects.

For full details of the benefits associated with sponsoring a category, see 'Sponsorship opportunities' on page 4.

- **Outstanding Collaboration**
- **Innovative Approach to Sanctions and Redress**
- **Excellence in Fraud Prevention**
- **Excellence in Raising Fraud Awareness**
- **Outstanding Proactive Detection**
- **Government Counter Fraud Team of the Year**
- **Government Counter Fraud Professional of the Year**

Central government	57
Local government	10
Health sector	8
Professional services	8
Law enforcement agencies	5
Membership organisation	2
Other	1
Total	91

A breakdown by sector of those who attended in 2016



Sponsorship opportunities

Sponsoring the Awards is a great way to raise the profile of your brand and to network with leading figures from across the public sector counter fraud arena.

It is an unmissable opportunity to:

- reach and engage with highly-targeted and relevant audiences
- increase awareness of your organisation/brand/product/service
- be associated with credible, high profile public sector organisations
- influence the leaders responsible for much of the UK's counter fraud expenditure.

There are three packages available:

Table Sponsor

- A table of 10 with the opportunity to request delegates with whom you wish to be seated, including Award nominee(s) and organising bodies
- Branding on your table
- Your logo and a 60 word company profile on the Awards website
- Your logo on promotional material available at the Awards ceremony
- Invitation to CIPFA pre-Awards event

£2,500 + VAT

Award Category Sponsor

- Your logo on the ceremony's presentation slides
- A table of 10 with the opportunity to request delegates with whom you wish to be seated, including Award nominee(s) and organising bodies
- Opportunity to interview the winners of the sponsored Award for your own marketing purposes
- Your logo and a 60 word company profile on the Awards website
- Named as Award category sponsor on the website and in emails promoting the Awards
- Your logo on promotional material available at the ceremony
- Invitation to CIPFA pre-Awards event

£6,000 + VAT

Headline Sponsor

- Pull-up banner stand at the Awards ceremony
- Your logo in a prominent position on the ceremony's presentation slides
- A table of 10 in a prime location with the opportunity to request delegates with whom you wish to be seated, including Award nominee(s) and organising bodies
- Opportunity to provide a branded gift on your table
- Access to the list of attendees (name and organisation) after the Awards ceremony
- A sponsor message in the post-Awards email congratulating the winners
- Your sponsorship announced via emails promoting the Awards, the Public Finance email newsletter and social media
- Your logo and a 60 word company profile on the Government Counter Fraud Awards website (listed as headline sponsor)
- Your logo on emails promoting the Awards
- Your logo on the front page of the promotional material available at the ceremony
- Invitation to CIPFA pre-Awards event

Price on application.

About the organisers



Cabinet Office

The Cabinet Office's Fraud, Error, Debt and Grants (FED) team is at the forefront of tackling fraud and error across government. It drives the counter fraud and error agenda in government through a range of policies and initiatives such as the creation of HMG Counter Fraud Profession. This ground breaking initiative is to ensure that the government has the skills to identify, understand and reduce fraud and error loss.



CIPFA COUNTER FRAUD CENTRE

The CIPFA Counter Fraud Centre leads and coordinates the fight against fraud and corruption across the public services. It offers world-class training and other services to help organisations detect, prevent and recover fraud losses and is home to the national counter fraud and anti-corruption strategy for local government, 'Fighting Fraud and Corruption Locally'. Each year, the Centre conducts a survey of all fraud, bribery and corruption activity throughout the UK public sector, the CIPFA Fraud and Corruption Tracker (CFaCT).



NCA National Crime Agency

The National Crime Agency is a 24/7 operational crime-fighting agency, employing around 4,800 officers with specialist capabilities to undertake and support operations, covering a broad range of complex areas, including: preventing serious, organised and complex crime; strengthening our borders; fighting fraud and cyber-crime; protecting children and young people from sexual abuse and exploitation; and responding to a broad range of complex and national threats and risks.

Terms and conditions of sponsorship

All sponsorship opportunities are subject to availability and CIPFA's sponsorship agreement.

All marketing and branding opportunities must meet marketing and print deadlines and are delivered only on receipt of a signed sponsorship agreement.

Audience sizes cannot be guaranteed and are provided as our best estimate; they are not part of our contractual arrangement.

We will try to accommodate all requests for delegates with whom you wish to be seated but these cannot be guaranteed.

To discuss sponsoring the 2017 Government Counter Fraud Awards, please contact Marcus Baxby, CIPFA's Head of Corporate Partnerships on **+44 (0)20 7543 5841** or at **marcus.baxby@cipfa.org**.





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