

# TAF

Trade Association Forum

# TAF PARTNERSHIPS 2024/25



SUPPORTED BY GOVERNMENT

# About TAF

TAF is the UK's 'association of associations', a community of 180 trade associations encouraging the development and sharing of best practice among UK trade associations and promoting the role of effective trade associations to government, industry and the wider public.

We focus specifically on trade associations, not on the broader membership community, and that focus helps define everything we do. Our 180 association members in turn represent close to 190,000 UK businesses, making TAF one of the largest representative bodies in the country.

Whether helping associations share best practice, or helping our members help their members transition to net zero, TAF is at the heart of the UK association community and working every day to help support the sector.

Our partners play a vital role in this mission, helping us deliver more for members and providing them with access to market-leading content, events and expertise.



# TAF in numbers

The Trade Association Forum offers a unique reach into the UK trade association sector, with TAF members in turn able to reach thousands of businesses up and down the country.

Find out more - [www.taforum.org](http://www.taforum.org)



**180**

members from all sectors of the economy

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**4,600+**

social media followers

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**3,250**

newsletter subscribers

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**27 years**

of leading the UK association sector

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**190k**

businesses represented by TAF members

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**145k**

website pageviews p/a

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**5,200**

TA contacts in marketing data

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**450**

engaged C-Level contacts

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# TAF Partnership Philosophy

## **Genuine partnerships.**

We think beyond transactional branding opportunities and want to build mutually beneficial relationships that create real value for TAF members, our members' members and our partners

## **Co-development of services.**

We want to develop bespoke service offers that TAF can offer as a benefit to its members and they, in turn, can offer to their members creating a trickle-down effect that reaches thousands of businesses across the country

## **Long term, not quarter-to-quarter.**

We want to work with partners over years, not just as a way to finance single events. If we build the right relationship together from the start, our partnership should continue to deliver value over the long term





# What TAF does



TAF is run by associations, for associations, with a focus on helping our members deliver more for their members. We support our members by providing:



## Community

We help members connect with each other to network, learn and share, via regular in-person events, an online community and special interest groups.



## Insights

We provide access to resources, industry benchmarking, events and guidance to help our members improve, address common challenges and respond to the changing external environment.



## Services

We provide access to services and deals via a range of partners to help our members save money and deliver more for their members.

# Why partner with TAF?



## Sector leadership

Position yourself as a leader in the trade association sector, or as a leader in one of our thematic areas such as sustainability to position your brand with TAF members and the thousands of businesses they represent

## Build relationships

One of our main focuses is on building long term, mutually beneficial relationships. By partnering with us you can gain access to exclusive networking and events opportunities, and build meaningful relationships with a huge number of TAs.

## Brand building

Unique opportunities to get your brand in front of senior trade association figures, allied to the trusted TAF brand and the concept of promoting best practice in the market.

## Generate opportunities

TAF offers a unique reach into 150 other trade associations, who in turn represent thousands of businesses and hundreds of thousands of employees. We can help you unlock new opportunities, improve your reach and break into new sectors.



# How we work with partners



Everything we do at TAF is focused on our mission of helping our members to be more effective and deliver more for their members.



## Brand Promotion

We help our partners build their brand via our trusted channels and events, reaching not just our members but the entire UK trade association community.



## Events

We run regular events with partners for TAF members and the broader association sector, and host a number of set-piece events such as our annual Awards and conference.



## Content

We provide members with content on best practice, how to guides and much more and look to partners to help us deliver useful content for association professionals.



## Member Benefits

A select group of partners provide benefits to our members as part of the TAF offer, from money off computers to free advice and support or packages for commonly procured services.



## Special Interest Groups

Our partners support our special interest groups, which bring together trade association professionals around a particular discipline such as communications, events or membership engagement.

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# Annual Partnerships

Each year TAF works with a select number of corporate partners to work with over a 12 month period across its whole range of activities. This delivers value for the sponsor across the year, whilst delivering a cost-saving.

We will work with each partner to curate a package that works for them, but an example package would look like this:

- Top tier sponsorship of Best Practice Awards
- Top tier sponsorship of Best Practice Exchange conference
- Partnership on one of TAF's Special Interest Groups
- 2x events across the year on the subject of choosing
- 4x sponsored content on TAF website
- Branding on the monthly newsletter
- Entry in the supplier directory
- Co-development of bespoke service offering for TAF members

POA (depending on deliverables)





# Our Headline Events

Our headline events are highlights of the annual association calendar and attract hundreds of people from across the sector. For both of our headline events we work with a select number of partners to sponsor the events in return for brand promotion and speaking opportunities. Find out more:

## Trade Association Awards - February

The awards are one of the highlights of the calendar and an opportunity to recognise the incredible work that goes on in the UK association sector. Find out more here -

<https://tafawards.org>

## Best Practice Exchange Conference - September

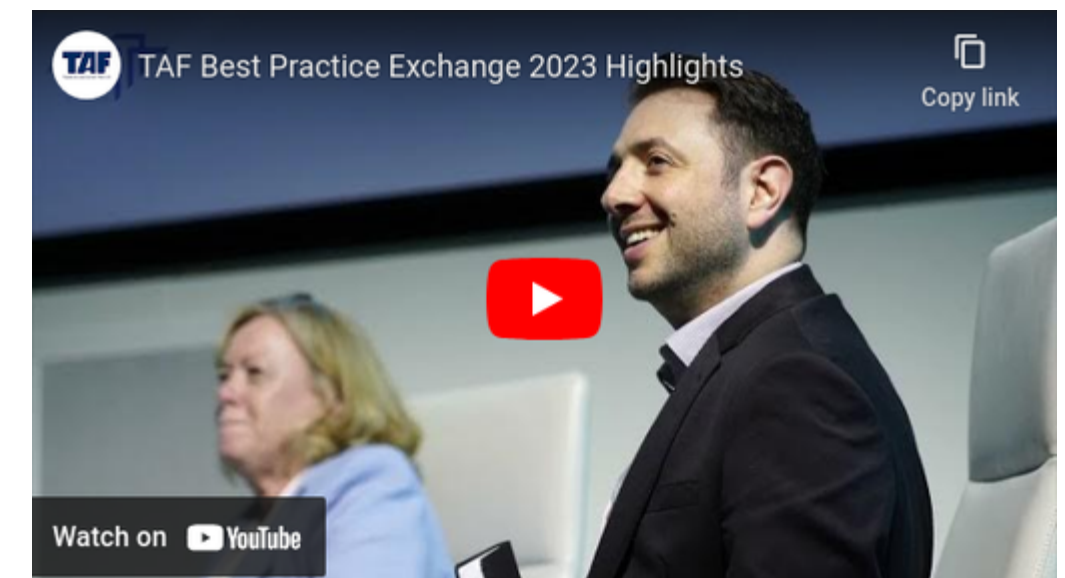
Our annual conference is a chance for associations to come together and learn from each other, alongside expert speakers and suppliers to the sector -

<https://www.taforum.org/bpex/>

### TAF Awards - February 2024



### Best Practice Exchange - June 2023





# Women in Trade Associations



Our annual celebration of inspirational women in the trade association sector draws huge social media impact and a reception attended by 200 people in 2024.

The Powerlist is produced in partnership with the CBI and FSB, and we look a select few partners to help support the initiative and support the costs for running the programme and the reception.

By supporting the Powerlist, partners can benefit from promotion across several months during the nomination process and align their brand with diversity in the sector.

Sponsorship options start from £5k -  
Get in touch to find out more about supporting the 2025 Powerlist.





# One-off Events



We run a regular programme of in-person and online events and can offer a platform for partners who are looking to engage with a trade association audience. All of our events are content-led and focused on helping TAF members be more effective or address challenges that they are facing.



## The Guide & Index

Developed over three years with businesses and business representatives

Summarises opportunities for business to engage with education and skills partners

[educationlandscape.org.uk](https://educationlandscape.org.uk)

## Webinar - £1.5k (ex VAT)

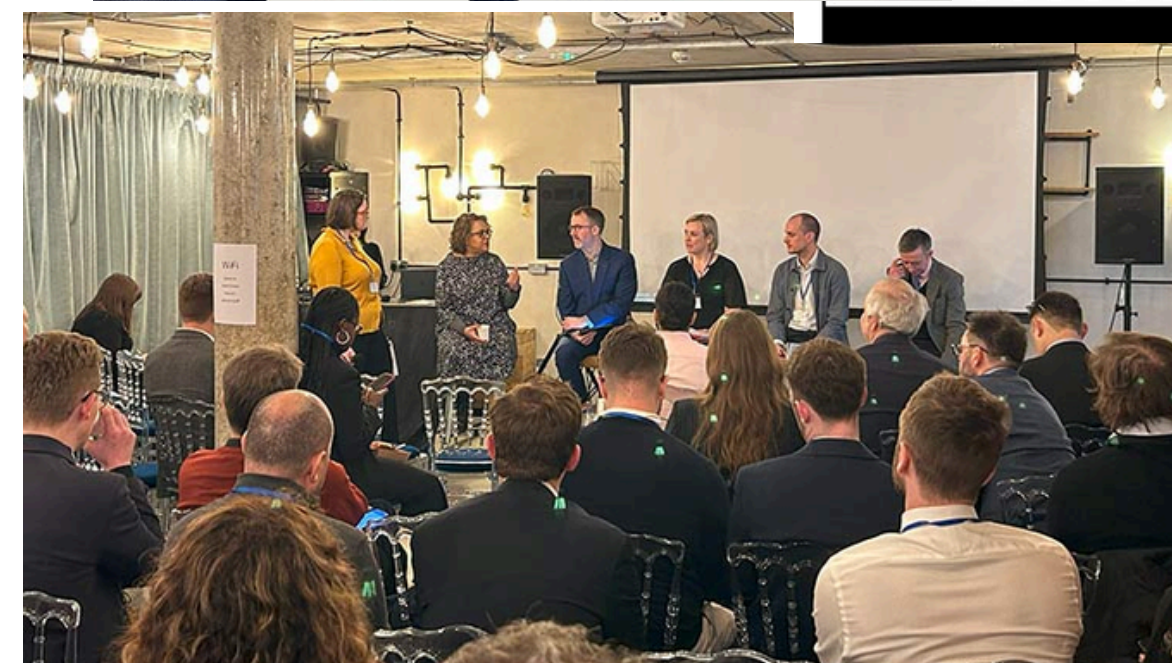
We run regular webinars for members and work with partners to help deliver informative sessions. We standardly expect between 30 - 50 people to attend our webinars giving you a great opportunity to get your brand and experts in front of our audience.



We help **ambitious** clients get more from digital

## Roundtables & in person events - from £5k (ex VAT) depending on scope & costs

In-person events are a key part of our offer, offering better networking and relationship building opportunities. We have run regular 'Leaders Lunches'





# Special Interest Groups

# TAF

As part of our strategy to offer more to members at all levels, we are launching special interest groups (SIGs) for some of the common professional roles in associations, such as marketing, communications and member engagement.

TAF SIGs will be member-led and create platforms for professionals in associations to come together around their functional role, build their networks and share best practice.

For each SIG, we are looking for a corporate partner to help fund the work programme and can offer a range of commercial opportunities for you to tap into your target audience in return.

SIGs we are looking to develop:

- Public Affairs and Comms - Now up and running!
- Marketing and Member Engagement
- Events
- Leaders Group
- Future Leaders

Get in touch to find out more.

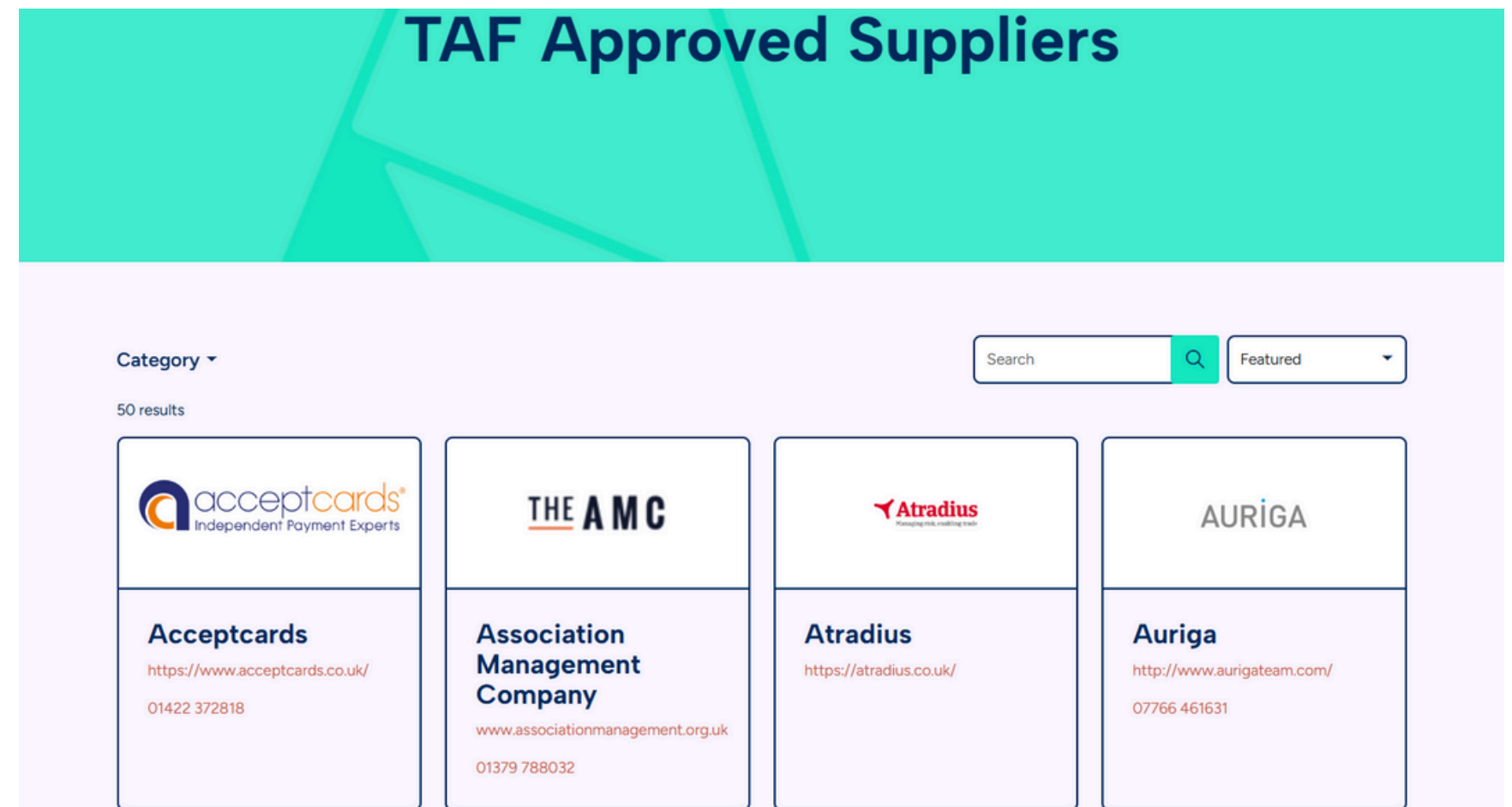


# TAF Approved Supplier Directory

The TAF Supplier Directory is the authoritative list of suppliers to UK trade associations, a trusted source for TAF members and anyone from the UK trade association sector to find businesses to work with and where we direct member queries when they are looking for support.

The directory offers:

- Searchable, filterable directory of suppliers
- Company logo, description and contact details
- Upload videos, PDFs and more
- Social promotion upon joining and at anniversary
- SEO benefits from a link back to your website



£250 (ex VAT) p/a or £400 (ex VAT) for 24 months



# Member Benefits

A select group of partners we work with also offer their services to TAF members as part of our member benefit package. For each benefit, we also ask that our partner is open to extending the offer into TAF's members' own member benefits package, helping TAF members deliver more for their members and opening up a much larger market for you.

Each offer is unique, but examples include:

- Money off computers from a leading computer brand
- Free legal advice from our legal partner
- Discounted packages for commonly procured services
- Fixed fees on recruitment
- Free consultations on comms and marketing
- Referral revenue models

If you think you have an offer that could be part of TAF's member benefits package, get in touch.

Member Benefits	
Find out more about all the great benefits you can access as a TAF member:	
MEMBER-ONLY EVENTS AND NETWORKING	▼
DISCOUNTED COSTS FOR PREMIUM EVENTS & TRAINING	▼
MEMBER-TO-MEMBER NETWORKS	▼
SPECIAL INTEREST GROUPS	▼
ASSOCIATION DIRECTORY	▼
RESOURCE LIBRARY	▼
EDUCATION LANDSCAPE	▼
TRAINING	▼
MEMBER-ONLY CONTENT	▼
ACCESS EXCLUSIVE DEALS VIA THE TAF MARKETPLACE	▼
FREE ADVICE VIA THE TAF EXPERT NETWORK	▼
ENHANCE YOUR MEMBER OFFER WITH TAF PARTNERSHIPS	▼
FREE JOBS BOARD	▼

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