

A H U A

UNIVERSITY OF
WINCHESTER



AHUA SPRING CONFERENCE 2023

17th - 18th April 2023 | Winchester

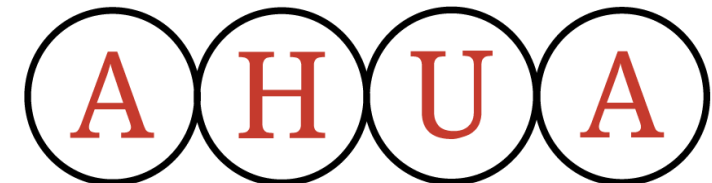
Sponsorship Packages & Information



A H U A

AHUA Spring Conference 2023

- The Association of Heads of University Administration (AHUA) draws its membership from the Registrars, Chief Operating Officers, University Secretaries and Pro Vice Chancellors of over 140 higher education institutions in the United Kingdom.
- The 2023 Spring Conference will be hosted by The University of Winchester on the 17th and 18th April. Typically, around 80 to 100 AHUA members attend the Annual Conference.
- The conference is an excellent forum for your organisation to network with major decision-makers in UK universities. Heads of Administration are responsible for a huge range of services including finance, IT, estates, legal, governance and HR.
- Sponsorship invitations are issued to a very small number of organisations, chosen because we believe that their existing involvement within HE has the potential to grow in an ever-more complex operating environment.



Sponsorship Packages 2023

Click the links below to be taken to the page with further information on your chosen package...

[Gold Sponsorship](#)

5 packages | £11,500 – 2/5 REMAINING

[Silver Sponsorship](#)

Multiple packages | £6,750

[Conference Umbrellas](#)

1 package | £2,200 – SOLD OUT

[Conference Lanyards](#)

1 package | £1,200 – SOLD OUT

[Water Bottles](#)

1 package | £1,200 – SOLD OUT

[Hot Drinks Flasks](#)

1 package | £1,000 – SOLD OUT

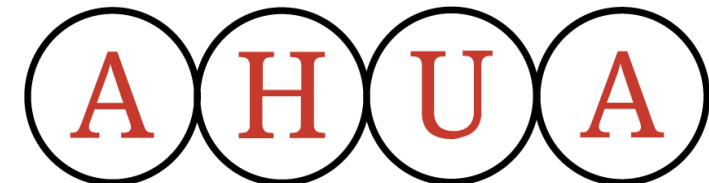
[USB Flash Drives](#)

1 package | £800

[Twitter Wall](#)

1 package | £700

PLEASE NOTE – Packages do not include accommodation or dinner attendance. These items can be purchased separately on the registration website, offering greater flexibility to those attending, and reducing waste.



Gold Sponsorship

£11,500 + VAT

Five packages available



There are five Gold Sponsorship Packages available at this year's conference. These packages guarantee a high-profile presence at the conference through multiple marketing and networking opportunities. The benefits of the Gold Sponsorship will include:

- Two guaranteed delegate places at the conference (conference days only, dinner attendance and accommodation to be purchased separately)
- The opportunity to apply to purchase additional delegate places (subject to availability and dependent on delegate numbers). Priority for additional delegate places will be given to Gold and Silver sponsors
- A tabletop stand within the networking area
- The opportunity to deliver a workshop session
- Company profile on the conference website and on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)
- Blog post on the AHUA website
- A choice of one of five sponsorship packages (see the next pages, subject to availability)

Any questions?

imogen@yourvision-events.com

[Click here to see all packages](#)



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Gold Sponsorship

£11,500 + VAT

Five packages available



The gold sponsorship includes all of the benefits listed out on the previous page, as well as one of the following packages:

Package One | Conference App Sponsor

The Conference app will fully replace the conference brochure in 2023 therefore helping to enhance conference sustainability. This is a great opportunity to gain brand exposure with delegates pre, during and post conference. The app includes all programme, venue and dinner information, along with the delegate and exhibitor lists and the opportunity for delegates to share photographs and communicate with each other. App downloads are encouraged ahead of the event and to each delegate at registration.

- Company branding within the app (bespoke logo will be created combining your logo with the conference branding)
- A dedicated page on the app, with links to a customised PDF, social media platforms and website

Any questions?

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Gold Sponsorship

£11,500 + VAT

Five packages available



Sold Out

Sold Out

Package Two | Conference Website/ Registration

This package offers exposure to delegates at every point in their booking process as well as on arrival at conference.

- Branded pop-up banners at the delegate registration desk at the conference and sponsorship referenced in the conference programme
- Branding to be included on every web page, with a link to the company website as well as on delegate booking confirmation emails
- Please note - the registration branding and the website will also include an acknowledgement of AHUA's national sponsors who support the association all year round

Package Three | Delegate Pack Sponsor

The conference delegate packs are prominently branded with the sponsor logo and each delegate will receive a bag at registration, these are used for the duration of the event. Bags will be supplied by AHUA, and will be eco-friendly.

- Branding on the delegate bags - given to every delegate/sponsor attendee
- Branded pen within the bag
- Opportunity to submit an insert within the delegate bags

Any questions?

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[Click here to see all packages](#)



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Gold Sponsorship

£11,500 + VAT

Five packages available



Package Four | Conference Dinner Sponsor

The Conference dinner will be held on the first night of the conference to further facilitate networking opportunities.

Sponsor branding displayed within the dinner venue, the stunning Bombay Sapphire Distillery

- Sponsorship of the dinner referenced on the conference programme
- 2 conference dinner attendees
- Opportunity to give a 2-minute welcome at the conference dinner

Sold Out

Package Five | Lunch & Refreshments Sponsor

Within the networking area, there will be numerous lunch and refreshment breaks for delegates throughout the conference. This is an opportunity to have your company branding in prominent positions around exhibition catering points.

- Company logo and branding prominently displayed in the networking area
- Entry as a sponsor adjacent to the event listing in the conference programme

Any questions?

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Gold Sponsorship: Session Guidance

Based on feedback from previous conferences, we strongly recommend that sponsor sessions focus on content that will be of particular interest to the conference attendees.

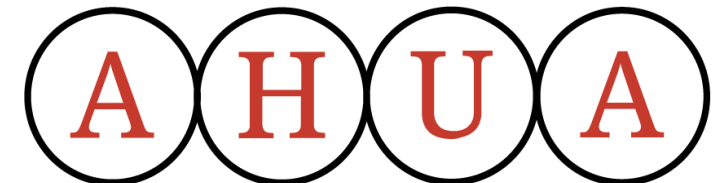
We expect delegates to be interested in a range of issues including value for money in higher education, equality and diversity, free speech, mental health welfare, leadership and governance, and transnational education amongst others. Whilst we recognise that sponsors will wish to highlight their particular offering, we ask that sessions relate to topics that reflect members' roles and interests as this will help increase engagement with AHUA attendees. Those sessions that have applied the sponsor's offering in a creative and interactive way have proved most popular with attendees at past events.

We are asking all applicants for Gold Packages to submit an outline of their session with their application. At the application stage we will only require an overview but will require a fuller session outline closer to the event. The summaries that are submitted with the applications will be considered along with the application.

Any questions?

imogen@yourvision-events.com

[Click here to see all packages](#)



Silver Sponsorship

£6,750 + VAT

Multiple packages available



There are multiple silver sponsorship packages available at this year's conference. This package ensures a prominent presence at the conference through multiple marketing and networking opportunities.

The benefits of the Silver Sponsorship will include:

- One guaranteed delegate place at the conference (conference days only, dinner attendance and accommodation to be purchased separately)
- The opportunity to apply to purchase additional delegate places (subject to availability and dependent on delegate numbers). Priority for additional delegate places will be given to Gold and Silver sponsors
- A tabletop stand within the networking area
- Company profile on the conference website and on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)

Any questions?

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Conference Umbrellas

£2,200 + VAT

One package available



All delegates will be given a branded umbrella within their conference pack at registration, branded with the sponsor's logo, and the AHUA logo. Your branding will appear on the umbrellas, which, within limits could also be produced in brand colours. This sponsorship represents a great investment as key decision makers will undoubtedly take the umbrellas away for future use. The sponsorship includes:

- A branded umbrella for every conference attendee
- Company logo prominently displayed on the umbrella, along with the AHUA logo
- Company profile on the conference website
- Company profile on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)
- Exclusive opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

Sold Out

Any questions?

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Conference Lanyards

£1,200 + VAT

One package available



Each attendee at the conference will be issued with a lanyard upon arrival. They are worn at all times for the duration of the conference, so your logo will have constant exposure.

The benefits to the sponsor of the Conference Lanyards will include:

- A branded lanyard for every conference attendee
- Company logo prominently displayed on the lanyard, along with the AHUA logo
- Company profile on the conference website
- Company profile on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)
- Exclusive opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

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Any questions?

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Water Bottles

£1,200 + VAT

One package available



Each delegate will receive a reusable water bottle which will be branded with your company logo, as well as the AHUA logo. Water will be available throughout for delegates to fill their bottles, and all attendees can take them home.

The benefits to the sponsor of the Water Bottles will include:

- A branded water bottle for each attendee
- Company logo prominently displayed on the water bottle, along with the AHUA logo
- Company profile on the conference website
- Company profile on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)
- Exclusive opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

Sold Out

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Hot Drinks Flasks

£1,000 + VAT

One package available



Each delegate will receive a reusable hot drinks flask, which will be branded with your company logo, as well as the AHUA logo. Tea and coffee will be available throughout for delegates to fill their flasks, and all attendees can take them home.

The benefits to the sponsor of the Hot Drinks Flasks will include:

- Branded flask for all delegates
- Company logo prominently displayed on the flask, along with the AHUA logo
- Company profile on the conference website
- Company profile on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)
- Exclusive opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

Sold Out

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USB Flash Drives

£800 + VAT

One package available



The flash drives will be handed out at the end of the conference to each of the delegates. They will hold all of the content which will be covered in the plenary sessions.

The benefits to the sponsor of the USB Flash Drives will include:

- A branded flash drive for every conference delegate
- Company logo/branding on the flash drive, along with the AHUA logo
- Company profile on the conference website
- Company profile on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)
- Exclusive opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

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Twitter Wall

£700 + VAT

One package available



For 2023 there is an opportunity to sponsor the twitter wall. The twitter wall is an excellent opportunity for brand exposure. The benefits to the sponsor of the Twitter Wall will include:

- Company logo/branding to be displayed on the screens, along with the AHUA logo in prominent places during the conference
- Scheduled advertisements (either video or static) on the wall throughout the conference
- Company profile on the conference website
- Company profile on the conference app
- Full delegate list one week prior to the event (in adherence with GDPR guidelines)
- Exclusive opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

Any questions?

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Interested?

Let us know by following the below instructions...

1. If you are interested in any of the sponsorship packages, please email imogen@yourvision-events.com stating all packages that you are interested in, and the order of preference (i.e. which would be your 1st, 2nd choice etc).
2. When you submit this expression of interest, if you are applying for a Gold package please do not forget to submit your session summary with your application (please see [Slide 9](#) for more detail).

