



CASE Alumni Relations Institute (ARI) 2020

Support proposal

12-14 February 2020
Birmingham, UK

Throughout this week, participants will hear from some of Europe's most experienced Alumni Relations practitioners, meet and network with colleagues from across the sector, and develop their own thinking. Most importantly, the Institute is a chance to test, shape and share your ideas, away from the day-to-day challenges of meetings, emails, and 'to do' lists.

The Institute aims to cover the full range of Alumni Relations activity, from long-term strategy and planning, to quick wins and solutions to common challenges.

It combines sessions for those new to alumni relations and higher education at any level and for mid-level professionals. It will also give participants a chance to interact and network with fellow alumni relations professionals from across the education sector and global community, providing them with plenty of fresh ideas and new ways of achieving objectives.

Location: Conference Aston, Meeting Suites, Main Building, Aston University Campus, Birmingham, B4 7ET

Programme: you can see the full programme here - <https://www.case.org/events/alumni-relations-institute-2020>

Chairs/faculty:

Christine Fairchild, Director of Alumni Relations, University of Oxford (*co-chair*)

David Williams, Director, Alumni Relations and Annual Giving, University College Cork (*co-chair*)

Anita Irving, Associate Director of Alumni Engagement & Regular Giving, University of Liverpool

Aba Quartey, Alumni Relations Manager, Chevening Scholarships

Mehrnoosh Rayner, Head of Alumni Relations, EMBL

Molly Southwood, Deputy Director and Head of Alumni Engagement, University of Bath

Audience: 50 intro and mid-level AR professionals from European institutions

Type of support

	<u>Educational Partner</u>	<u>Non-educational partner</u>
Refreshment breaks and lunch sponsor	£2,800 + VAT	£3,360 + VAT
Exhibitor (04 available)	£1,500 + VAT	£1,800 + VAT
Branded lanyards sponsor	£1,000 + VAT	£1,200+ VAT
A4 advertisement on material (<i>external back cover</i>)	£700 + VAT	£ 840 + VAT
A4 advertisement on material (<i>internal back cover</i>)	£550 + VAT	£660 + VAT

A4 advertisement on material (<i>internal page</i>)	£400 + VAT	£480 + VAT
Material/goodie seat drop	£200 + VAT	£240 + VAT

What is included in the support packages:

Refreshment breaks and lunch sponsor

- Acknowledgement by the conference Chair during the welcome and closing remarks as the Refreshment Breaks & Lunch Sponsor
- Company logo on all print and digital conference materials acknowledged as Refreshment Breaks & Lunch Sponsor
- Tent cards on refreshment breaks & lunch tables acknowledged as Refreshment Breaks & Lunch Sponsor
- Acknowledgement of company logo (with link) on conference website
- Two partial access to the conference (seat on main sessions + lunches + breaks - excludes dinners and tutor groups)
- List of delegates that have given permission to have details shared

Exhibitor (04 available)

- One table for exhibition use
- One partial access to the conference (seat on main sessions + lunches + breaks - excludes dinners and tutor groups)
- List of delegates that have given permission to have details shared

Branded lanyards sponsor

- Logo branding on delegate lanyards; colour of choice to suit your company logo
- To be produced by CASE
- Acknowledgement of company logo (with link) on conference website
- One partial access to the conference (seat on main sessions + lunches + breaks - excludes dinners and tutor groups)

A4 advertisement on material

- Inclusion of company advertisement (A4 digital size) in the delegate binder (artwork to be provided by the sponsor) (pdf file, 3mm bleed)
- 3 options available: *external back cover; internal back cover; internal page* (please see cost difference on table above)

Material/goodie seat drop

- 1 material/goodie seat drop at the main room
- Item(s) to be provided by the company and to be sent directly to the venue