

**Higher Education Liaison Officers Association (HELOA)**

**Sponsorship opportunities**

**Introduction to HELOA**

HELOA is the professional association of higher education staff. Our members provide guidance, information and outreach activities to prospective higher education students, their families and guidance advisers throughout the UK.

We have over 1,000 members from over 130 UK universities and higher education institutions. The Association has a code of practice which encourages collaboration, sharing good practice and rigorous standards of impartiality.

For our members, we provide:

* High quality and low cost training and professional development opportunities
* Networking and conferencing opportunities, locally and nationally
* Advice, guidance and support for both newcomers and experienced practitioners
* Regular updates on changes to the HE sector, helping you to better advise your students

For our partners and those we work with, we provide:

* Advice and guidance to students and their families, who may be thinking about progressing to higher education
* Representatives at HE and careers fairs organised by UCAS, schools and many other organisations
* Workshops and presentations to students and teachers on topics ranging from finance, student life and individual subject choices
* Liaison with local and national government and many other bodies to affect policy and represent the interests of the higher education sector

**Sponsorship opportunities**

As a professional organisation we offer high quality training and continuous professional development opportunities to our members. This includes an annual conference, regional networking and training events and regular communication via a weekly digest. We also organise our annual Innovation and Best Practice Awards, presented at our annual conference in January.

There are various opportunities to sponsor HELOA events and activities, and promote your organisation to our extensive membership. Please see below for further details.

***Gold sponsorship package***

The total cost of the package is £3,000 which includes:

* Two delegate passes for our annual conference\* includes accommodation and all refreshments
* Exhibition stand at our annual conference (during the Business Exhibition & Networking Lunch)
* Half page full colour advert in our annual conference brochure
* A5 flyer insert into the delegate packs for our annual conference (sponsor to provide flyer)
* Two communication pieces per year to HELOA members via the weekly digest
* Five exclusive ‘sponsored by’ notifications on the weekly digest e-newsletter template
* An online advertisement posted on the HELOA members’ area – a members only website which is designed for members to network, share and access information to facilitate them in their roles – for a duration of four weeks
* Two tweets or retweets from the @HELOA\_UK account (sponsor to supply content\*\*)

*\*the annual conference spans three days and two nights and is usually held in January  
\*\*final content to be approved by the HELOA marketing team*

***Silver sponsorship package***

The total cost of the package is £1,250 which includes:

* Exhibition stand at our annual conference (during the Business Exhibition & Networking Lunch)
* Lunch and refreshments for two delegates on the same day as the Business Exhibition
* Half page full colour advert in our annual conference brochure
* A5 flyer insert into the delegate packs for our annual conference (sponsor to provide flyer)
* One communication piece per year to HELOA members via the weekly digest
* Two exclusive ‘sponsored by’ notifications on the weekly digest e-newsletter template
* An online advertisement posted on the HELOA members’ area – a members only website which is designed for members to network, share and access information to facilitate them in their roles – for a duration of four weeks
* Two tweets or retweets from the @HELOA\_UK account (sponsor to supply content\*\*)

*\*the annual conference is usually held in January  
\*\*final content to be approved by the HELOA marketing team*

***Bronze sponsorship package***

The total cost of the package is £700 which includes:

* Half page full colour advert in our annual conference brochure
* One exclusive ‘sponsored by’ notification on the weekly digest e-newsletter template
* An online advertisement posted on the HELOA members’ area – a members only website which is designed for members to network, share and access information to facilitate them in their roles – for a duration of four weeks

**Other opportunities**

***Advertising***

*Job adverts –£25 per week*If you wish to advertise a job opportunity to over 1,000 HELOA members, you can pay on a weekly basis and your available role will be posted on our job opportunities bulletin; this is promoted and linked to in the weekly digest.

*Small advert on members’ area website –* £50 per week  
A members only website which is designed for our members to network, share and access information to facilitate them in their roles.

*‘Sponsored by’ notification on the weekly digest e-newsletter template –* £75 per digest  
The HELOA weekly digest is sent directly to over 1,000 members every Friday.

***Conference only sponsorship***

*Best Practice and Innovation Awards package*

The total cost of the package is £2,000 which includes:

* Two delegate passes for our annual conference\* includes accommodation and all refreshments
* Exhibition stand at our annual conference (for the duration of the event)
* Editorial piece in our annual conference brochure providing some detail on your organisation and a note that you are this year’s sponsor for the Best Practice and Innovation Awards
* Opportunity to judge the short-listed projects and decide on the winner in each category
* Opportunity to listen to the finalists’ presentations during the conference itself
* Opportunity to present the awards to the winners at the conference gala dinner

*\*the annual conference spans three days and two nights and is usually held in January*

*Full conference sponsorship package*

The total cost of the package is £750 which includes:

* Two day delegate passes for our annual conference including lunch and refreshments during the day (dinner and accommodation not included)
* Exhibition stand at our annual conference (during the Business Exhibition & Networking Lunch)
* Half page full colour advert in our annual conference brochure
* A5 flyer insert into the delegate packs for our annual conference (sponsor to provide flyer)

*Business Exhibition & Networking Lunch*

The total cost of the package is £350 which includes:

* Exhibition stand at our annual conference (during the Business Exhibition & Networking Lunch)
* Lunch and refreshments for two attendees

*Conference programme advert – £350*

An opportunity to purchase advertising in our annual conference brochure. The brochure is an A4 document which contains all of the AGM and conference programme information that delegates require and is available via the website and in hard copy as delegates arrive. Sponsor adverts will be A5 in size (half page) and in full colour.

*Delegate pack insert – £200*

* One A4 or A5 insert, can be double sided (to be provided by the sponsor)
* No design restrictions, only size.

*Gala dinner drinks reception – £1,200*

* Provide a sponsored drinks reception for up to 300 delegates for before the Gala Dinner
* Full dinner will be provided for two attendees

*Conference competition prizes – £750*

Throughout the conference, delegates are encouraged to participate in a conference competition. Examples of prizes include an iPad, a Kindle and bottles of champagne. This is a great opportunity to raise the profile of your company to all conference delegates.

Please note, with the exception of HELOA members and sponsors, our annual conference is a closed event therefore this is an ideal opportunity to promote your organisation to a captive audience.

***Group/regional activity***

There are nine regional groups within HELOA and there may be other opportunities via the HELOA Group network, for example, opportunities to sponsor regional open day posters, teachers’ conferences or training events.

***Find out more/contact us***

To express an interest in sponsorship or to discuss any of these opportunities further, please contact [marketing@heloa.ac.uk](mailto:marketing@heloa.ac.uk)

NB: The members’ website receives an average of 350 visits per month.