

HELOA

Partnerships and Sponsorships Framework

Introduction to HELOA

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

We have around 1,500 members from over 140 UK universities and higher education institutions, working in student recruitment, outreach, marketing and admissions at both undergraduate and postgraduate level. 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 members to better advise students

For our partners and those we work with, our membership and we, as an association, provide:

- Advice and information 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, applying to university, 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
- Advice and information to associations, organisations and many other bodies on sector knowledge, intelligence and trends.

Collaboration

As a professional association of higher education staff, we have a wealth of expertise in student recruitment, outreach, marketing and admissions and recognise that sharing of good practice and sector knowledge can benefit a variety of stakeholders across the sector. We have undertaken a variety of collaborative projects with differing organisations across the sector and are keen to develop this work further, where there is acknowledged benefit to either our membership and/or the sector, or in line with our vision 'supporting potential students to make an informed decision about their future in education'.

Partnerships

HELOA works in partnership with a variety of organisations throughout the HE sector. A partnership recognises a more developed relationship between HELOA as an association and an organisation and seeks to formalise this working relationship in a written partnership agreement. Our partnerships support the aims of the HELOA strategic plan to deliver a tangible membership benefit such as mutually-beneficial training sessions, shared practice or knowledge, or membership discount.

In addition to collaborative working and partnership, a partner may also be recognised as a commercial sponsor, outlined in the 'Sponsors' section within this framework.

Where a long term partnership has been established, where both parties recognise a shared objective aligned to HELOA's mission and values, a formal Memorandum of Understanding may be considered.

Sponsorships

HELOA provides a range of commercial sponsorship opportunities for organisations whose image, product or services are in line with HELOA's mission and values. There are various opportunities to sponsor HELOA events and activities, and promote your organisation to our extensive membership. Please see below for further details.

- Conference Sponsorship packages

HELOA provides a range of opportunities for you to promote your organisation at one of our conferences that run throughout the year. There are various packages available for the annual National Conference, New Practitioners Conference, Professional Development Conferences and Group Training events.

- Communications and Website Sponsorship packages

HELOA regularly communicates with its membership via a monthly digest, through social media channels and via the HELOA website. Through the communications and website packages, organisations have the opportunity for promotion and exposure of their organisation through relevant channels and different time periods to suit organisational needs.

Regional collaboration

HELOA recognises that collaborative working opportunities may vary in different regions of the UK and Northern Ireland. The 9 regional HELOA Groups each have a role responsible for training and partnerships and have developed a range of effective relationships over many years to mutual benefit. Our regional groups would be happy to discuss opportunities with organisations if you would like more detail.