THE NORTHERN COLLABORATION

Northern Collaboration 2020 Virtual Conference: Sponsorship Opportunities

The Northern Collaboration

The Northern Collaboration (NC) is a group of 29 higher education libraries in the north of England which has been operating since 2011. During 2014, the Northern Collaboration piloted a new regional group model with SCONUL. This was considered to have worked well for both parties, and has been a permanent relationship since 2015.

The Northern Collaboration aims to provide a framework within which libraries can work together to:

- Improve the quality of services
- Be more efficient
- Explore new business models against a backdrop of rapid change in higher education and in the information and technology industries

The Northern Collaboration is also a means of:

- Exchanging ideas and good practice
- Raising awareness among the staff of member libraries of changes in the external environment
- Making connections between librarians and related professional groups

Further information can be found on the NC website: www.northerncollaboration.org.uk

If you have any queries, please contact the Northern Collaboration Development Officer, Emma Spivey – e.spivey@tees.ac.uk

Conference Overview

2020 will see the Northern Collaboration's eighth annual conference, following successful events since 2013 in Huddersfield, Teesside, Leeds, Liverpool, York, Lancaster and Hull. **For the first time, due to COVID-19, the event will be held online.**

Date: Wednesday 11th & Thursday 12th November 2020 (half days)

Delegates: Approximately 140 delegates usually attend the conference, including Directors, senior managers and colleagues responsible for service delivery. *However, we anticipate the move to online will make the conference accessible to more members of our community, and therefore expect a larger audience this year.*

Theme: ***Access, Success, Progress***

Context: Library services are vital to a successful student and academic life-cycle. Now more than ever, libraries need to be able to support access, particularly virtually, so that students can progress in their learning and academic staff deliver high quality teaching in a hybrid environment which blends on-campus and online.

How can we ensure that those who need us can access our services virtually and on campus? How do we support our users in their journey remotely and in person? How can we improve access for under-represented users, and ensure our services are diverse and inclusive? How can we help them succeed – and what does success look like? Can and should that include the quality of individual student assignments, the quality of the learning experience and the contribution libraries make to TEF outcomes?

Topics could include, but are not limited to:

· Improving access and inclusivity for under-represented users
· Accessibility and additional support
· Enabling access to research and special collections
· Supporting progression of students, academics or library staff
· Progress through digital innovation in resource and content management
· Creating successful learning spaces in line with social distancing
· Building successful relationships with external users via online platforms
· Success in diversifying services and decolonising resources
· Measuring impact and success
· Demonstrating value at all levels of a library service

Sponsorship Benefits:

Gold Package: Title Sponsorship: only available to 1 sponsor. To include:

- The conference will be promoted as the 'Northern Collaboration Conference 2020 sponsored by *Example'*.
- Title sponsor's logo will also appear on the front page of the conference e-brochure (size approximately 2.5cm square).
- Full page advertisement on page 3 of conference e-brochure (first advert in brochure)
- Title sponsor to be listed first in the 'Meet the Sponsors' section of the e-brochure, including logo, contact details and 100 words.
- Listed first and as title sponsor on NC website, with link provided to sponsor's website until end of December 2020.
- Promotion via @northerncollab Twitter and Instagram accounts throughout lead up to the event.
- 10 minute presentation slot during the conference - only available to the Gold sponsor
- Branding partnership with keynote presentation, including 30 second advert.
- Unlimited access to event

Silver Package:

- Full page advertisement in conference e-brochure: sponsor to provide image.
- Listing in the 'Meet the Sponsors' section of the conference e-brochure. To include sponsor name, logo, contact details and 100 words.
- Listing on Northern Collaboration website, on conference pages.
- Promotion via @northerncollab Twitter and Instagram accounts throughout lead up to the event.
- Branding partnership with one presentation, including 30 second advert.
- Unlimited access to the full event.

Bronze Package:

- Full page advertisement in conference e-brochure: Sponsor to provide image.
- Listing in the 'Meet the Sponsors' section of the conference e-brochure. To include sponsor name, logo, contact details and 100 words.
- Listing on Northern Collaboration website, on conference pages.
- Promotion via @northerncollab Twitter and Instagram accounts throughout lead up to the event.
- Branding partner with one presentation
- Unlimited access to the full event.

Please see the table overleaf for a summary of the above packages and benefits.

The Northern Collaboration 2020 Virtual Conference: Sponsorship Opportunities: Summary

Package	Title sponsorship of conference	Logo on front cover of conference e-brochure	Listed as title sponsor on NC website	10 minute Presentation slot during conference	Partnership with one presentation including 30 second advert	Branding Partner with one presentation (no advert)	Advert & listing in e-brochure and on website	Promotion via Twitter & Instagram accounts	Cost
Gold	✓	✓	✓	✓	✓		✓	✓	£1,500
Silver					✓		✓	✓	£850
Bronze						✓	✓	✓	£350