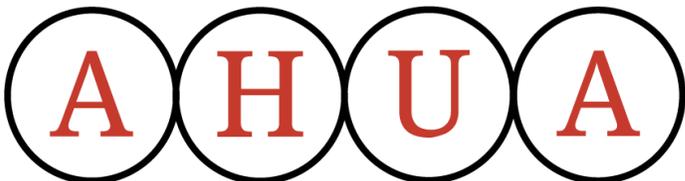




Sponsorship Packages & Information

AHUA Spring Conference 2025

- 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. They are Executive Board members, support Council and are commonly the most senior non-academic in a university.
- AHUA members tend to be the commissioning authority for senior leadership recruitment (including VC's & Council Chair), management consultancy, legal contracts, major digital investments, transformational change projects in particular.
- The AHUA Spring Conference 2025 will be hosted by Swansea University on the 14th and 15th April. Typically, around 80 to 100 UK Universities send one or more delegates to the conference.
- The conference is an excellent platform 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.

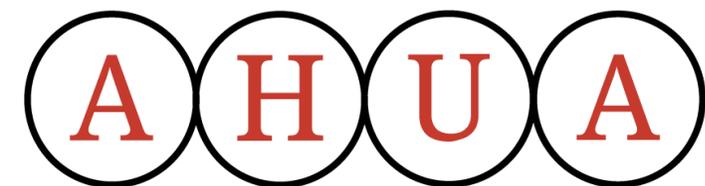


Sponsorship Packages 2025

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

<u>Gold Sponsorship Package</u>	5 packages
<u>Silver Sponsorship Package</u>	Multiple packages
<u>Drinks Reception Package</u>	1 package
<u>Charging Station Package</u>	1 package
<u>Power Bank Package</u>	1 package
<u>Power-Up Package</u>	1 package
<u>Conference Lanyards Package</u>	1 package
<u>Mouse Pad Package</u>	1 package
<u>Sticky Notepad Package</u>	1 package
<u>Social Media Wall Package</u>	1 package

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

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 space within the networking area
- The opportunity to deliver a workshop session (please see session guidance on slide 8)
- 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?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Gold Sponsorship

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 has fully replaced the conference brochure, therefore helping to enhance conference sustainability. During the 2024 conference the app was downloaded by 94% of delegates so 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 list 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?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Gold Sponsorship

Five packages available



Package Two | Conference Website / Registration

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

- Branded eco cardboard pop-ups 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 sourced by AHUA and will be eco-friendly.

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

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Gold Sponsorship

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
- Sponsorship of the dinner referenced on the conference programme
- 2 conference dinner attendees included (no need to purchase these as an addition)
- Opportunity to give a 2-minute welcome at the conference dinner

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
- Listed as a sponsor adjacent to the refreshment breaks in the conference programme

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

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.

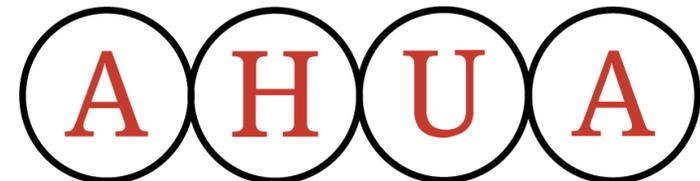
We expect delegates to be interested in a range of issues including value for money in higher education, equality and diversity, free speech, mental health welfare, leadership and governance, and transnational education amongst others. Whilst we recognise that sponsors will wish to highlight their particular 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. Where a sponsor wishes to explore a possible workshop with the Executive Director of AHUA in advance of submitting a session proposal this will be arranged.

Gold package applicants are required to submit an outline/overview of their workshop session with their application. An updated detailed session outline will be required closer to the event.

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)



Silver Sponsorship

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)
- A tabletop space 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?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Drinks Reception Package

One package available



This package provides a fantastic opportunity to sponsor the drinks reception at the Conference Dinner, taking place Monday 14th April. The drinks reception area will consist of branded pop-ups with the sponsor's logo, and the AHUA logo. The area will also include some additional poseur tables and branded table talkers.

The benefits to the sponsorship of the drinks reception package will include:

- A branded drinks reception area available for delegates at the Conference Dinner
- Two guaranteed delegate places at the Conference Drinks Reception and Dinner (conference days not included, accommodation to be purchased separately)
- 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?

annabel@yourvision-events.com

[Click here to see all packages](#)

Charging Station Package

One package available



This package provides a dedicated branded charging area at the conference. The charging area will consist of 2 branded pop-up poseur tables, with 6 charging points in total and branded with the sponsor's logo, and the AHUA logo. The area will also include some additional poseur tables and branded pop-ups.

The benefits to the sponsorship of the charging station package will include:

- A branded charging area available for delegates to use throughout the conference
- 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)
- 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)

You also have the option to purchase the combined [Power-Up Package](#).

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)

Power Banks

One package available



All delegates will be given a branded power bank within their delegate pack at registration, branded with the sponsor's logo, and the AHUA logo. This sponsorship represents a great investment as key decision makers will undoubtedly take the power banks away for future use.

The benefits to the sponsorship of a power bank package will include:

- A branded power bank for every conference attendee
- Company logo prominently displayed on the power bank, 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)
- The opportunity to apply to [purchase](#) additional delegate places (subject to availability and dependent on delegate numbers)

You also have the option to purchase the combined [Power-Up Package](#).

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Power-Up Package

One package available



Be the sole sponsor of our Power Packages by sponsoring both the Power Banks and Charging Station.

The benefits to the sponsorship of a power up package will include:

- A branded charging area available for delegates to use throughout the conference
- Branded power packs to be provided for you to hand out to delegates at the conference, or you can opt for these to be handed out at the registration desk
- 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)
- 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?

annabel@yourvision-events.com

[Click here to see all packages](#)

Conference Lanyards

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)
- The opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

Any questions?

annabel@yourvision-events.com

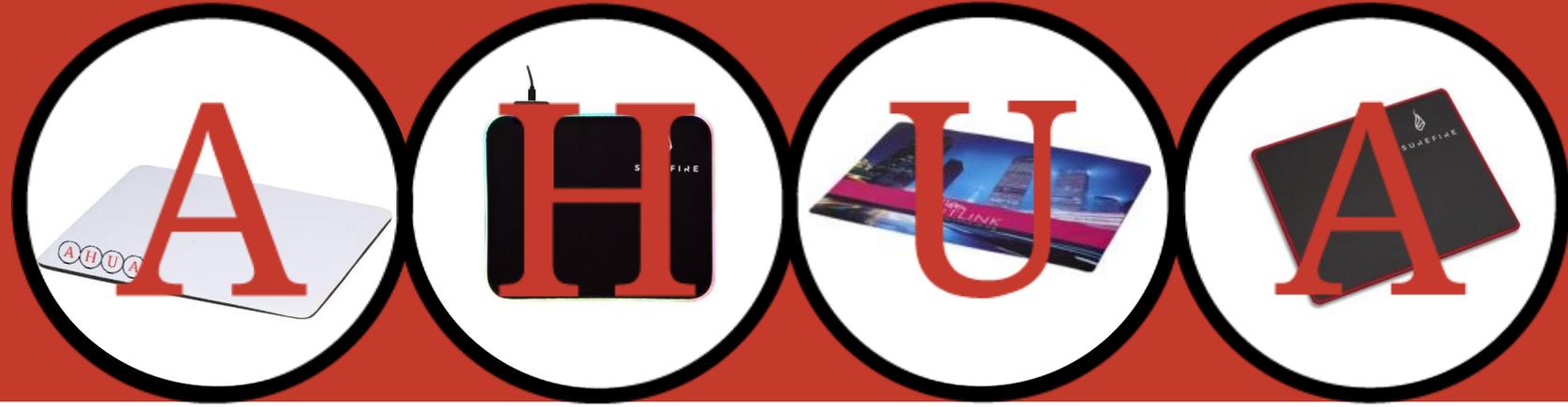
[Click here to see all packages](#)



The Association of Heads of University Administration

Mouse Pad

One package available



All delegates will be given a branded mouse pad within their conference pack at registration, branded with the sponsor's logo, and the AHUA logo.

The benefits to the sponsor of the mouse pads will include:

- Branded mouse pad for all delegates
- Company logo prominently displayed on the mousepad, 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)
- The opportunity to apply to **purchase** delegate places (subject to availability and dependent on delegate numbers)

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Sticky Notepad

One package available



All delegates will be given a branded sticky notepad within their conference pack at registration, branded with the sponsor's logo, and the AHUA logo.

The benefits to the sponsor of the sticky notepad will include:

- A branded sticky notepad for every conference delegate
- Company logo/branding on the notebook, 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)
- The opportunity to apply to purchase delegate places (subject to availability and dependent on delegate numbers)

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Social Media Wall

One package available



For 2025 there is an opportunity to sponsor the social media wall. The social media wall is an excellent opportunity for brand exposure.

The benefits to the sponsor of the 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)
- The opportunity to apply to **purchase** delegate places (subject to availability and dependent on delegate numbers)

Any questions?

annabel@yourvision-events.com

[Click here to see all packages](#)



The Association of Heads of University Administration

Interested?

Let us know by following the below instructions...

1. If you are interested in any of the sponsorship packages, please email annabel@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 8](#) for more details).
3. If you would like to discuss any other creative partnership opportunities not covered in this document, please contact annabel@yourvision-events.com who will pass you over to the relevant contact.

