

Sponsor



AMOSSHE

The Student Services Organisation

in 2020





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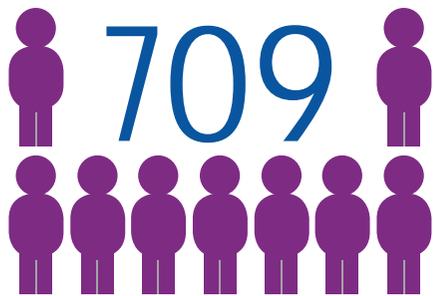
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member organisations



named members

97%



of publicly funded
UK HE providers

Why support AMOSSHE?

AMOSSHE, The Student Services Organisation is a not-for-profit professional membership association for leaders of Student Services in UK higher education. Student Services departments in nearly all publicly funded UK higher education providers are members of AMOSSHE, as well as several overseas universities. AMOSSHE informs and supports the leaders of Student Services in the UK, and represents, advocates for and promotes the student experience worldwide.

With access to over 700 members from 182 higher education sector organisations, including over 160 UK universities and several overseas institutions, sponsoring AMOSSHE is the perfect opportunity to increase your exposure and expand business opportunities with senior level Student Services professionals. Our members direct the strategic support and development of millions of students across the globe, with purchasing, budget and resource responsibility for key service areas, including mental health, wellbeing, disability support, financial advice and careers.

AMOSSHE offers a wide range of excellent opportunities for your organisation to interact and build relationships with these members. Whether by exhibiting at our conferences, raising awareness through delegate pack inserts, or aligning your brand with AMOSSHE's mission through annual sponsorship, AMOSSHE can offer something for all businesses looking to reach this niche target audience.

AMOSSHE works with sponsors for the benefit of our members and the student experience, but AMOSSHE doesn't necessarily endorse the views and standpoints of our sponsors. Here's AMOSSHE's [business engagement policy](#).

Annual sponsorship

In 2020 **AMOSSHE** offers an opportunity to associate your brand with **AMOSSHE**'s work throughout the year, and engage with our members regularly to give detailed updates about your news (for example new features, research, collaborations, and your sector impact).

£2,500+ VAT

6 packages available

Sign up deadline:
31 January 2020

Annual promotion package

As an **annual promotion package** sponsor of **AMOSSHE**, your organisation benefits from the following:

- Your own **sponsor page** on the **AMOSSHE** website, on which you can outline the aims and directions of your organisation.
- Your **logo**, linked to your **AMOSSHE** site page or company website, on the **home page** of the **AMOSSHE website**.
- Your **logo**, linked to your **AMOSSHE** site page or company website, on the **weekly AMOSSHE members-only newsletter** - **AMOSSHE**'s main channel of communication with over 700 members.
- **Flyer inserts** in all delegate packs at four **AMOSSHE** continuing professional development **one day events** in 2020 (flyer supplied by you).
- One **flyer insert** in all delegate packs at the **AMOSSHE Winter Conference 2020**, reaching over 150 delegates (flyer supplied by you).
- One **flyer insert** in all delegate packs at the **AMOSSHE National Conference 2020**, reaching over 300 delegates (flyer supplied by you).
- One **half page (A5) section** in each **quarterly AMOSSHE bulletin**, sent four times a year to all **AMOSSHE** members and sector contacts.
- Your **logo** on all **quarterly AMOSSHE bulletins** with a link to your organisation or designated website.



support your students

Provide a safe online space to support every students' mental health. We'll be there 24/7, 365 days a year.

Big White Wall www.bigwhitewall.co.uk

AMOSSHE bulletins

As part of the **annual promotion package** you can include one **half page (A5) section** in each **quarterly AMOSSHE bulletin**, along with your **logo** and a link to your organisation or designated website.

The **AMOSSHE** quarterly bulletin is sent four times a year to all **AMOSSHE** members (700+ Student Services leaders at 182 higher education providers) and our higher education sector contacts (380+ non-member professionals). The publication dates for the bulletin in 2020 are:

- **Friday 28 February** (deadline for your content **Friday 14 February**)
- **Friday 29 May** (deadline for your content **Friday 15 May**)
- **Friday 28 August** (deadline for your content **Friday 14 August**)
- **Friday 27 November** (deadline for your content **Friday 13 November**)

Content

Your section can include any content that you choose. To be as engaging and relevant as possible, here are some suggestions from our experience of working with the **AMOSSHE** audience:

- **Stay brief and to the point.** Most **AMOSSHE** members are managers of Student Services, and as such are very busy all the time. We've found that they rarely have time to read a lot of text, so the shorter and punchier, the better. Once you've got the member's attention, you can direct them to links or attachments for them to find out more detail.
- **Provide useful resources.** **AMOSSHE** members are always on the lookout for resources that they can use to help them with their work – toolkits, top tips, useful websites, research, shared good practice, policy information, even interesting infographics. Pointing members to things like this are really helpful and establish how your organisation can help to support their work.
- **Keep it current.** Members respond well if you have something timely to say – you might have some new research or project outcomes to announce, new ventures for your organisation or a new relationship with an **AMOSSHE** member organisation.

Specification

Your section needs to A5 size (148 x 210 mm) in landscape format to fill half an A4 page of the bulletin. To ensure the quality and consistency of your images and text, please supply the content as a PDF or high quality graphic file, along with bespoke URLs as required.

More opportunities

In addition to the **annual promotion package** you can engage with AMOSSHE members and support AMOSSHE's work in other ways throughout 2020.

Bespoke sponsorship

Whether you sponsor **AMOSSHE** through the **annual promotion package** or not, you may be able to engage with the work of **AMOSSHE** through bespoke sponsorship ideas.

AMOSSHE undertakes sector research projects, commissions research from member organisations, and is developing a professionalisation framework for UK Student Services. You might identify an opportunity to sponsor **AMOSSHE**'s work in these areas to enhance your brand status in the sector and develop a mutually beneficial sector resource. For example, in 2018 **Unite Students** worked with AMOSSHE to develop a **Resilience Toolkit** for the sector.

For more information, please [get in touch](#).

Mailout to AMOSSHE members

Whether you sponsor **AMOSSHE** through the **annual promotion package** or not, you can reach out to over 700 **AMOSSHE** members with an **email announcement unique to your organisation**. You can use this opportunity to tell members about new developments, research, services and events that you think will interest and inspire them. Your email will feature content you provide, in the framework of an **AMOSSHE** template that presents your organisation as a valued sponsor. **AMOSSHE** sends the email on your behalf to all our members, and this won't be combined with content from other sponsors.

AMOSSHE plans to send up to six sponsor emails to members throughout 2020, in order to maximise the impact of these. The timings of the emails are negotiable, and we'll advise you about the best times to engage members and work around other **AMOSSHE** communications.

For more information, please [get in touch](#).

£500+ VAT

**6 opportunities
available**

Events sponsorship

You can choose to focus your engagement with **AMOSSHE** members by sponsoring our **AMOSSHE** events and conferences. **AMOSSHE** is hosting six professional development events and conferences throughout 2020, which cover a variety of themes related to Student Services. These events attract a range of Student Services professionals from all backgrounds. There are two main types of events:

- Large networking conferences taking a strategic overview or discussing hot topics selected from member suggestions and horizon scanning to prepare for the future. See our **Winter Conference** and **National Conference** sponsorship opportunities.
- Smaller practical workshops involving detailed case study work or focussed discussion groups. See our **professional development events** sponsorship opportunities.

A limited number of these event sponsorship opportunities are available, to ensure that there is good opportunity for you to engage with delegates. To secure your package, please **get in touch**.

Winter Conference

The one day **AMOSSHE Winter Conference** takes place on **13 and 14 February 2020** at the **Apex hotel in Bath**.

The theme is mental health and wellbeing, a timely topic in light of the publication of the Student Minds University Mental Health Charter and Universities UK's #StepChange framework refresh. The conference usually attracts around 150 Student Services professionals as delegates, but due to the theme the conference is likely to grow.

The main day of conference (Friday 14 February 2020) will start with networking, refreshments and registration from 08:30 with the conference officially starting at 09:30 and finishing at 16:30. Following the morning networking opportunities, there will be two networking breaks in the exhibition area, and an hour for lunch and exhibition time. **AMOSSHE** is also organising a networking evening the night before conference (Thursday 13 February), including networking drinks and canapes in the exhibition area. We're still confirming the final details for this, and the start and end times for the conference are subject to change (although not drastically). The evening event and full day conference provide a host of opportunities for engagement with delegates, in a chic and relaxed environment.

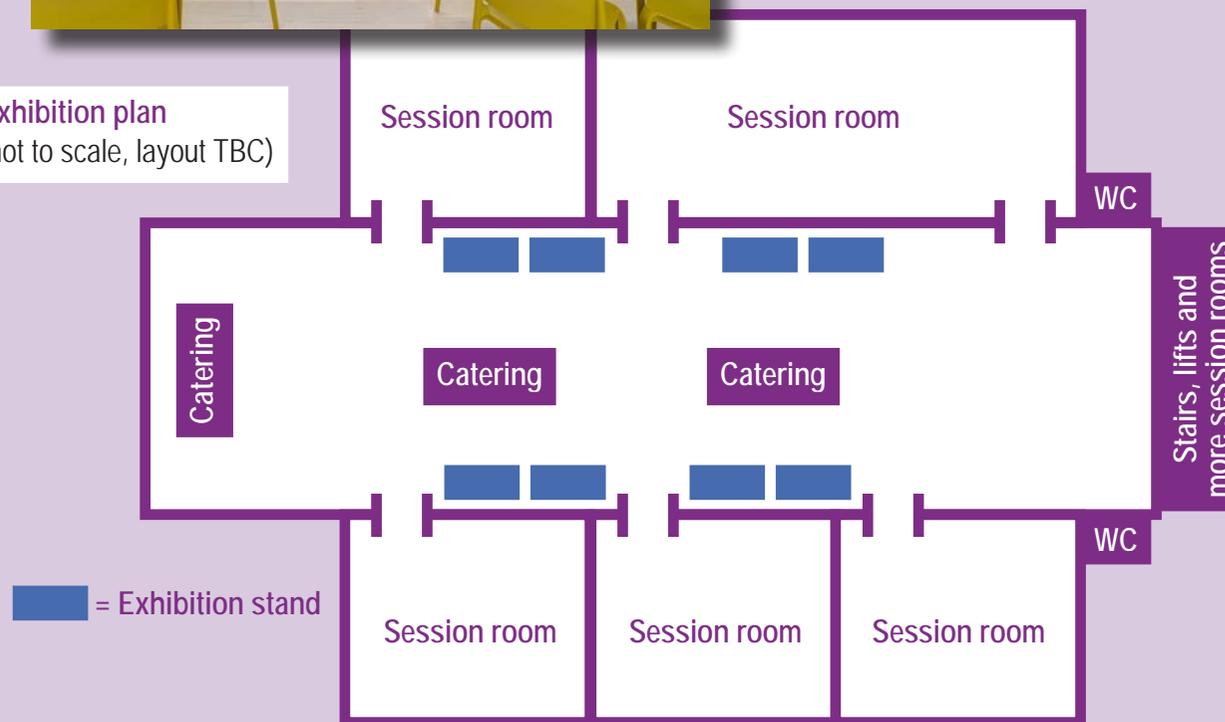
Apex hotel, Bath



Exhibition space



Exhibition plan
(not to scale, layout TBC)



£999 + VAT

8 packages available

Sign up deadline:
31 January 2020

Sponsor colleague rates

You can enhance the **Winter Conference package** by bringing more colleagues:

- **Additional stall exhibitors** for **£105 each** (no VAT to pay). This includes access to the exhibition, plus lunch and refreshments throughout the event.
- **Additional conference delegates** for **£285 each** (no VAT to pay). This includes access to the exhibition and all conference sessions, plus lunch and refreshments throughout the event.

Winter Conference sponsorship package

When you purchase the sponsorship package for the **Winter Conference**, your organisation benefits from the following:

- Your **logo** on the **Winter Conference page** of the **AMOSSHE** website, with a link to your organisation's URL.
- **One exhibition stand** in the central exhibition area for the duration of the conference (Thursday evening and all day Friday).
- **One delegate place** at the **AMOSSHE Winter Conference**, which includes access to the exhibition and all conference sessions, plus lunch and refreshments throughout the event.
- Your **logo** and a **50 word statement** to introduce your organisation in the **delegate information pack**, emailed to all delegates in advance of the conference.
- Your organisation displayed as a **host of the networking drinks reception** on Thursday 13 February, the evening before the conference.
- A **list of all delegates** (including their names, job titles and organisations) **one week in advance** of the conference.
- Your **logo** in the printed **Winter Conference brochure**, plus a **50 word statement** to introduce your organisation, distributed to all delegates.
- One **flyer insert** in all delegate packs at the conference (flyer supplied by you).
- **Thanks** for your support in **speeches** delivered by the AMOSSHE Executive team.



More opportunities to sponsor the Winter Conference

Whether you purchase the **Winter Conference sponsorship package** or not, you can promote your organisation at the conference with these sponsorship opportunities:

- One **half page advert** in the Winter Conference printed brochure for **£150 +VAT (2 available)**. Your advert should be A5 size (148 x 210 mm) in landscape format to fill half an A4 page of the brochure. To ensure the quality and consistency of your images and text, please supply the content as a PDF or high quality graphic file, along with bespoke URLs as required.
- One **flyer insert** in **all delegate packs** (flyer supplied by you) for **£325 +VAT**.
- Approved **promotional merchandise** (for example books, USB drives) in all delegate packs for **£150 +VAT** plus the cost of the merchandise (if not supplied).



National Conference

The three day **AMOSSHE National Conference** takes place from 8 to 10 July 2020 at the **Crowne Plaza hotel in Newcastle upon Tyne**.

The conference is the largest annual gathering of Student Services leaders in the UK higher education sector, attracting over 300 delegates every year. These include directors, heads and key strategic leads of Student Services from universities across the UK, plus representatives from universities in the Republic of Ireland, Australia, New Zealand and around the world. Sector experts and policy makers also take part in order to keep up to date with the latest Student Services innovations and discussions.

The conference starts and ends with a networking lunch and exhibition time, and also features at least four networking breaks over the three days, with refreshments in the exhibition space. There are also two evening events (Wednesday 8 and Thursday 9 July), including the **AMOSSHE** gala drinks reception and dinner on Thursday night. Alongside the evening events and daytime networking breaks, you have the opportunity to engage delegates with a showcase presentation about your organisation, as part of the conference programme.

Crowne Plaza hotel, Newcastle upon Tyne

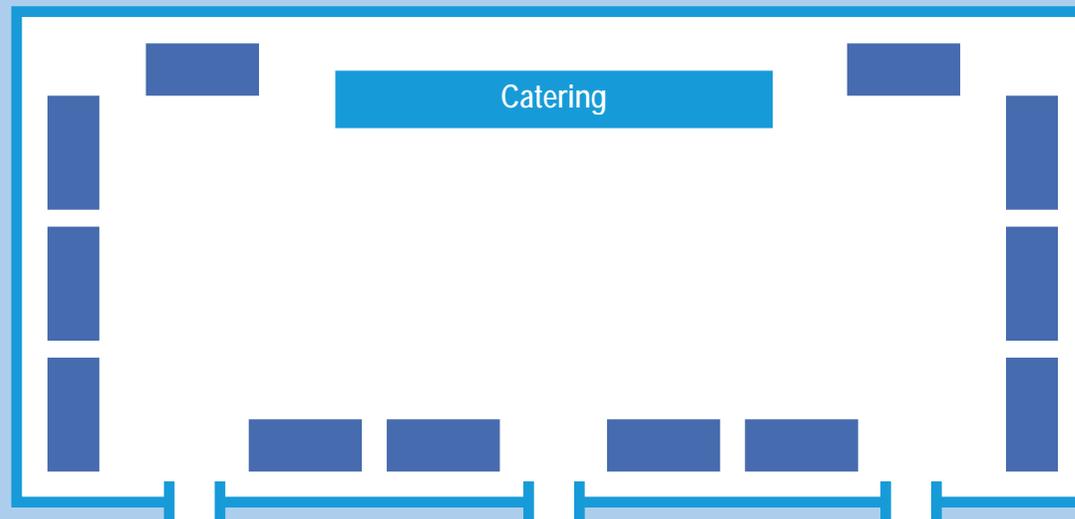


Exhibition space



Exhibition plan
(not to scale, layout TBC)

 = Exhibition stand



National Conference sponsorship package

When you purchase the sponsorship package for the **National Conference**, your organisation benefits from the following:

- Your **logo** on the **National Conference page** of the **AMOSSHE website**, with a link to your organisation's URL.
- **One exhibition stand** in the exhibition area for the duration of the conference. You can **choose the position of your stand**, with priority choice given to supporters who book early.
- **One stall exhibitor** on each day of the conference, which includes access to the exhibition, plus lunch and daytime refreshments throughout the event.
- Your **logo** and a **50 word statement** to introduce your organisation in the **delegate information pack**, emailed to all delegates in advance of the conference.
- A **list of all delegates** (including their names, job titles and organisations) **one week in advance** of the conference.
- Your **logo** in the printed **National Conference brochure**, plus a **50 word statement** to introduce your organisation, distributed to all delegates.
- One **flyer insert** in all delegate packs at the conference (flyer supplied by you).
- Your **logo, with a link to your URL** featured in the conference event app.
- The opportunity to give a 30 minute **showcase presentation** about your organisation to conference delegates.
- **Thanks** for your support in **speeches** delivered by the **AMOSSHE Executive team**.
- Your **logo, with a link to your URL** included in **AMOSSHE's summer bulletin**, sent to 700+ members.

£3,000+ VAT

12 packages available

Sign up deadline:
20 May 2020

Enhance the package

You can enhance the **National Conference package** by upgrading or bringing more colleagues:

- **Residential delegates** for **£892 each** (no VAT to pay). This includes accommodation for two nights at the conference venue, access to the exhibition, all conference sessions and both evening networking events, plus all meals and refreshments throughout the conference.
- **Additional stall exhibitors** for **£350 each** (no VAT to pay). This includes access to the exhibition, plus lunch and daytime refreshments throughout the conference.
- **Upgrade your stall exhibitor** to a **residential delegate** for **£542 each** (no VAT to pay). This upgrades your stall exhibitor to include accommodation for two nights at the conference venue, access to all conference sessions and both evening networking events, plus all meals and refreshments throughout the conference.
- **Upgrade your stall exhibitor** to a **three day non-residential delegate** for **£332 each** (no VAT to pay). This upgrades your stall exhibitor to include access to all conference sessions.
- **Access to the first night networking event** for **£55 each** (no VAT to pay). Non-residential delegates and exhibitors can attend the evening networking event on Wednesday 8 July, which includes dinner and a welcome drink.
- **Access to the AMOSSHE gala drinks reception and dinner** for **£65 each** (no VAT to pay). Non-residential delegates and exhibitors can attend the evening networking event on Thursday 9 July, which includes drinks, dinner and entertainment.



More opportunities to sponsor the National Conference

Whether you purchase the **National Conference sponsorship package** or not, you can promote your organisation at the conference with these sponsorship opportunities:

- One **half page advert** in the National Conference printed brochure for **£300 +VAT (4 available)**. Your advert should be A5 size (148 x 210 mm) in landscape format to fill half an A4 page of the brochure. To ensure the quality and consistency of your images and text, please supply the content as a PDF or high quality graphic file, along with bespoke URLs as required.
- Your **logo** on each delegate's personalised conference **agenda lanyard** - **£150 +VAT (3 available)**.
- One **flyer insert** in **all delegate packs** (flyer supplied by you) for **£399 +VAT**.
- Approved **promotional merchandise** (for example books, USB drives) in all delegate packs for **£150 +VAT** plus the cost of the merchandise (if not supplied).

Host the networking event on the first evening

You can host the networking evening event on Wednesday 8 July, which is a relaxed, informal drinks reception and meal for residential delegates and paying guests. Delegates use this event to catch up with colleagues, make new contacts, and kick off discussions for the days ahead. As the host for the evening, your organisation benefits from:

- **Access to the event** for **2 people**, which includes dinner and a welcome drink.
- **Your banners** displayed prominently in the event space.
- Your **logo and URL** on **menus** distributed throughout the event space.
- A five minute **welcome address** to delegates.
- **Thanks** for your support in **speeches** delivered by the **AMOSSHE** Executive team.

Host the event for **£899 +VAT (1 available)**.

Sponsor the AMOSSHE gala drinks reception

You can sponsor the **AMOSSHE** gala drinks evening event on Thursday 9 July, which is our formal drinks reception for residential delegates and paying guests in advance of our gala dinner. This evening is the glamorous highlight of **AMOSSHE**'s year, an opportunity to celebrate the year's successes. As the drinks reception sponsor, your organisation benefits from:

- **Access to the event** for **2 people**, which includes dinner and a welcome drink.
- **Your banners** displayed prominently in the gala drinks reception space.
- Your **logo and URL** on **menus** distributed at the gala dinner.
- A five minute **welcome address** to delegates at the gala dinner.
- **Thanks** for your support in **speeches** delivered by the **AMOSSHE** Executive team.

Sponsor the gala drinks reception for **£999 +VAT (1 available)**.

Professional development events

In addition to our conferences, **AMOSSHE** is hosting four single day professional development events in 2020. These workshop-based events explore a variety of hot topics for Student Services. Planned events for 2020 include:

- **Friday 20 March (Manchester - venue TBC):** In light of tightening Student Services budgets, this event explores how to deliver **more effective services with less resource**. We expect this event to attract around **50 delegates**, principally those with a strategic overview of services and overall budget responsibility.
- **Late April or early May (venue TBC):** This event explores **student intersectionality** - how to support and engage students whose characteristics combine and cross race, gender, sexuality and other demographic identities. We expect this event to attract around **40 delegates**, including those in student-facing roles, as well as managers reviewing service design.
- In the first part of the 2020/21 academic year **AMOSSHE** is planning **two more single day events**, probably in **early November and early December 2020**. For example, on 1 November 2019 **AMOSSHE** is hosting an event about safeguarding and duty of care in Manchester, attracting over 100 delegates, and an event on 6 December 2019 about managing the tensions between the development of new student centres and putting students at the centre of service design. We expect this event to attract 50 delegates.

CPD event sponsorship opportunities

You can promote your organisation to **AMOSSHE** members throughout 2020 at our single day continuing professional development (CPD) events:

- One **flyer insert** in all delegate packs at **one CPD event** (flyer supplied by you) for **£325 +VAT**.
- Approved **promotional merchandise** (for example books, USB drives) at **one CPD event** - **£150 +VAT** plus the cost of the merchandise (if not supplied).

Multi-event discounts

If you choose to sponsor more than one CPD event, you can get discounts when you sponsor them together:

- **Flyer inserts** for **4 CPD events** of your choice for **£975 +VAT**.
- Approved **promotional merchandise** for **4 CPD events** of your choice for **£450 +VAT**.
- **Flyer inserts** for **3 CPD events** of your choice for **£650 +VAT**.
- Approved **promotional merchandise** for **3 CPD events** of your choice for **£300 +VAT**.

At a glance

Annual promotion package

- £2,500 +VAT (6 available)
- Sign up deadline: 31 January 2020

Mailout to AMOSSHE members

- £500 +VAT (6 available)

Winter Conference sponsorship package

- £999 +VAT (8 available)
- Sign up deadline: 31 January 2020

Enhance the package:

- Additional stall exhibitors: £105 each (no VAT to pay)
- Additional conference delegates: £285 each (no VAT to pay)

More Winter Conference opportunities

- Half page advert in the printed brochure: £150 +VAT (2 available)
- Flyer insert in all delegate packs: £325 +VAT
- Promotional merchandise in all delegate packs: £150 +VAT

National Conference sponsorship package

- £3,000 +VAT (12 available)
- Sign up deadline: 20 May 2020

Enhance the package:

- Residential delegates: £892 each (no VAT to pay)
- Additional stall exhibitors: £350 each (no VAT to pay)
- Upgrade stall exhibitor to residential delegate: £542 each (no VAT to pay)
- Upgrade stall exhibitor to three day non-residential delegate: £332 each (no VAT to pay)
- Access to first night networking event: £55 each (no VAT to pay)
- Access to AMOSSHE gala: £60 each (no VAT to pay)

More National Conference opportunities

- Half page advert in the printed brochure: £300 +VAT (4 available)
- Logo on each delegate's personalised conference agenda lanyard: £150 +VAT (3 available)
- Flyer insert in all delegate packs: £325 +VAT
- Promotional merchandise in all delegate packs: £150 +VAT
- Host the networking event on the first evening: £899 +VAT (1 available)
- Sponsor the AMOSSHE gala drinks reception: £999 +VAT (1 available)

CPD event sponsorship opportunities

- Flyer insert in all delegate packs at 1 CPD event: £325 +VAT
- Flyer insert in all delegate packs at 3 CPD events: £650 +VAT
- Flyer insert in all delegate packs at 4 CPD events: £975 +VAT
- Promotional merchandise in all delegate packs at 1 CPD event: £150 +VAT
- Promotional merchandise in all delegate packs at 3 CPD event: £300 +VAT
- Promotional merchandise in all delegate packs at 4 CPD events: £450 +VAT

Get in touch

If you're interested in taking an **AMOSSHE** sponsorship opportunity, or have any questions about our sponsorship, please get in touch!

Your key contact for **AMOSSHE** sponsorship is **Anya Knight** (Operations Coordinator). Anya is based at the **AMOSSHE** National Office in London.



Contact Anya

Get in touch with Anya using these details:

- Phone: **+44 (0) 20 7380 6633**
- Email: **a.knight@amoshe.org.uk**