



**PRAXIS
AURIL**

Sponsorship & Advertising Packages for 2021

DEVELOP | PROMOTE | CONNECT

Annual Packages

DEVELOP | PROMOTE | CONNECT

Theme Patron

This is a year long partnership with PraxisAuril pivoting around a specific theme for the year.

Alongside specific benefits, you will be invited to participate directly in our Directors' Forum and relevant Special Interest Groups. You will also be invited to take part in discussions, PraxisAuril community events and press wherever PraxisAuril engage with this theme.

New partner initiatives can be discussed and developed as would best fit both organisations (e.g. webinar series, new special interest groups).

Price:

£30,000 + VAT per annum (June - May)

Includes three delegate places

Benefits

- Filmed video interview (30-60 minutes) on your organisation and theme, showcased on our YouTube channel and your webpage.
- Guest blog three times a year relevant to the theme
- Access to the PraxisAuril Online Community
- Dedicated Patron webpage on the PraxisAuril website
- Supporting branding on relevant PraxisAuril community events.

Conference Specific:

- Being a theme headline sponsor at the annual PraxisAuril Conference
- Place at the 'Patron Panel' Keynote Session
- Advert 'flyer' in our digital delegate gift bag
- Logo and profile on PraxisAuril & conference websites
- Logo on conference digital communications
- Logo on Social Media advertising campaigns
- Logo on the digital conference programme
- Logo on partners' slide at the end of every session

KE Awards Patron

This is a year long partnership with PraxisAuril pivoting around the annual KE Awards.

These awards celebrate the best projects, teams and individuals in KE. The year long initiative builds a platform for showcasing excellent KE stories and providing a narrative to the route to success.

The KE Awards would be dually branded throughout with your organisation from opening, judging, ceremony and post-awards press.

As our key partner, you will be consulted on fundamental elements such as award categories and judging criteria.

Price:

£20,000 + VAT per annum (June – May)

Includes two delegate spaces

Benefits

- Filmed video interview (30 minutes) on your organisation and importance of the KE Awards, showcased on our YouTube channel and your webpage .
- Guest blog twice a year Access to the PraxisAuril Online Community
- Dedicated Patron webpage on the PraxisAuril website
- Branding of all KE Awards communication
- Provide a judge for the judging panel
- Provide a co-host/Award presenter for the award ceremony

Conference Specific:

- Co-host the KE Awards opening session at the Annual Conference
- Advert 'flyer' in our digital delegate gift bag
- Logo and profile on PraxisAuril & conference websites
- Logo on conference digital communications & social media campaigns

Career Platform Patron

This is a year long partnership with PraxisAuril pivoting around the career development platform.

This platform is a hub for KE professionals to find their next career move, learn to plan their career route, and develop new skills to propel them into the future.

New partner initiatives can be discussed and developed as would best fit both organisations (e.g. webinar series, new special interest groups).

Price:

£15,000 + VAT per annum (June – May)

Under construction

Benefits

- Filmed interview (30 minutes) on your organisation and your involvement in KE careers. This will be showcased on our YouTube channel and your webpage
- Take part in discussions, events and press wherever PraxisAuril engage with this theme
- Guest blog twice a year
- Access to the PraxisAuril Online Community
- Dedicated Patron webpage on the PraxisAuril website
- Deliver dedicated workshops or discussions to our members
- Introduction to new member in their welcome packs
- Priority job posting for your own roles
- Logo on Social Media advertising campaigns

Welcome Pack Patron

New individuals to the PraxisAuril community receive a welcome pack, with details of our training, careers platform, conferences and all the member benefits they are entitled to.

As our annual partner you will help us welcome circa 500 new members to our community and will be the first partner they see.

Price

£10,000 + VAT per annum (June – May)

Under construction

Benefits

- Filmed welcome video alongside our CEO where you can introduce your organisation and welcome new members. This will be showcased on our YouTube channel and your webpage
- Guest blog twice a year
- Access to the PraxisAuril Online Community
- Dedicated Patron webpage on the PraxisAuril website
- Sole partner branding on welcome pack and communications
- Branding of the free gift link in each welcome pack
- Logo on Social Media advertising campaigns

Conference

DEVELOP | PROMOTE | CONNECT

Gift Bag Supporter

Delegates to our digital Annual Conference will receive a branded digital gift bag ahead of the event opening.

This packed gift bag contains all the event information including the programme, session outlines & speaker profile, as well as freebies and offers as special extras for delegates.

This package offers the unique opportunity to be the first sponsor to make connections with out delegates, and to introduce yourself and services ahead of all the busy activity at the event.

Price

£5000 + VAT

Includes two delegate spaces

Benefits

- Branding of the digital gift bag, communications and the free gift link for each delegate
- Welcome message from your organisation
- Access to the PraxisAuril Online Community for the duration of the conference to network directly with delegates and start and contribute to online discussions
- Logo on our conference partners webpage on the PraxisAuril website
- Logo and profile on our conference website
- Logo on conference digital communications and attendee confirmations
- Logo on Social Media advertising campaigns
- Logo on the digital conference programme
- Logo on partners' slide at the end of every session

Conference Proceedings Supporter

This is our first year producing a conference proceedings booklet outlining the content of all the sessions, overview of all the key topics, and additional discussion pieces from prominent attendees.

As sole supporter of this valuable document, you will have the unique opportunity to reach not only conference delegates but the full membership and wider community.

The conference proceedings will remain accessible on our website indefinitely prolonging the benefits of this package.

Price

£4000 + VAT

Includes two delegate spaces

Benefits

- Branding of the conference proceedings document
- Opening editorial piece and organisation profile within the document
- Access to the PraxisAuril Online Community for the duration of the conference to network directly with delegates and start and contribute to online discussions
- Advert 'flyer' in our digital delegate gift bag
- Logo on our conference partners webpage on the PraxisAuril website
- Logo and profile on our conference website
- Logo on conference digital communications and attendee confirmations
- Logo on Social Media advertising campaigns
- Logo on the digital conference programme
- Logo on partners' slide at the end of every session

Promotion Package

Advertise your organisation to our 400+ delegates at the PraxisAuril Annual Conference.

This is an opportunity to generate new leads, network with your future clients, take part in sessions and topical discussions and demonstrate your participation in the Knowledge Exchange community.

Price

£3000 + VAT

Includes two delegate spaces

Benefits

- Access to the PraxisAuril Online Community for the duration of the conference to network directly with delegates and start and contribute to online discussions
- Logo on our conference partners webpage on the PraxisAuril website
- Advert 'flyer' in our digital delegate gift bag
- Logo and profile on our conference website
- Logo on conference digital communications and attendee confirmations
- Logo on Social Media advertising campaigns
- Logo on the digital conference programme
- Logo on partners slide at the end of every session
- Three-month advertising space on our service provider webpage

Advertising

DEVELOP | PROMOTE | CONNECT

Service Provider Adverts

Advertise your organisation on our dedicated service providers webpage for the duration of three months.

Your advert features your logo, 50 word profile and linking back to your website for further information.

This advertising space is open to providers offering services relevant to the Knowledge Exchange or Tech Transfer communities.

Price

£1500 + VAT

Under construction

Job Role Adverts

Advertise your Knowledge Exchange and research job roles on our dedicated KE Jobs board.

Your advert features your logo, full advert details, and linking back to your website for applications.

Adverts are available for a four-week period and will feature in our newsletter a 1-2 weeks before the closing date.

Price

£500 + VAT

THANK YOU

To discuss any of these options further, please contact:

Maxine Ficarra, PraxisAuril CEO
maxine.ficarra@praxisauril.org.uk
+44 (0) 1223 659955