



## Sponsorship Policy (2020)

Periodically, the opportunity arises for companies to sponsor the [Mercian Collaboration](#) through supporting our events and engaging with our membership. The Collaboration's Steering Group annually reviews its policy regarding sponsorship levels and the degree of engagement on offer.

Events in the coming year (2020) which include opportunities for sponsorship are:

**Annual Member Conference 2020: 8<sup>th</sup> September 2020, University of Birmingham** <sup>i</sup>  
[merciancollaboration.org.uk/conference-2020](http://merciancollaboration.org.uk/conference-2020)

Our events draw delegates from all staff seniority levels and areas within member libraries, including: service directors, senior managers, budget holders, specialist practitioners and core frontline teams.

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### Sponsorship Opportunities 2020 <sup>ii</sup>

#### Level Two: £200

- **Programme:** Sponsor name and logo on conference publicity
- **Insert:** 1 (A4 max) insert in conference programme

#### Level One: £1,000

*Level Two benefits, plus:*

- **Exhibitor:** Exhibition space (normally table & two chairs) at conference
- **Hospitality:** Lunch & refreshments for up to 2 staff
- **Attendance:** Exhibitors may attend conference sessions, if desired.
- **Delegate List:** Copy of conference delegate list (names & organisations)

### Next Steps & Contacts

If your organisation is interested in sponsoring the Mercian Collaboration, please review the current opportunities, and then contact us at the address below. <sup>iii</sup>

**Expressions of interest should be emailed to:**

[mercianconference@gmail.com](mailto:mercianconference@gmail.com)

**General Collaboration queries should be emailed to**

[mercianlibrariescollaboration@gmail.com](mailto:mercianlibrariescollaboration@gmail.com)

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### Endnotes

<sup>i</sup> The Mercian Collaboration Conference is a popular one-annual day event, attended by around 100-120 delegates at all seniority levels, drawn from [23 regional university library services](#). 2020 marks the fourth such event.

<sup>ii</sup> The Mercian Collaboration Conference operates, as much as is practical, as a paperless event. Submitted materials for inclusion will normally be incorporated into slides and online materials, rather than being physically distributed.

<sup>iii</sup> The Collaboration Chair and Steering Group reserve the right to decline any sponsorship deemed incompatible with the Collaboration's [terms of reference](#) and organisational ethos.