



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: 8th September 2020 (online) ⁱ
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. Due to the impact from the ongoing Covid-19 situation, the event will be entirely hosted online.

Sponsorship Opportunities 2020 ⁱⁱ

Level Two: £200

- **Programme:** Full page advert in the conference programme &
- **Acknowledgement:** Recognition in conference welcome

Level One: £500

Level Two benefits, plus:

- **Video Insert:** 3 minute (max) video/pre-recorded presentation hosted alongside lighting talk session
- **Delegate:** Attendance for up to 2 staff in live Q&A panels, discussion and workshop sessions

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. ⁱⁱⁱ

Expressions of interest should be emailed to:

mercianconference@gmail.com

General Collaboration queries should be emailed to

mercianlibrariescollaboration@gmail.com

Endnotes

ⁱ 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, and the first hosted entirely online.

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

ⁱⁱⁱ 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.