

**Sponsorship/Finance meeting**  
**Mercian Collaboration Conference**

**Minutes**

10:00-12:00, Weds 26<sup>th</sup> Feb2020

Room C08 - George Green Library (UoN)

**1. Introduction and any apologies**

Present: Claire Browne, Gaz Johnson, Emma Walton, Damian Pugh and Cheryl Coveney

**2. Comments and lessons learnt from Mercian19**

- We need to contact sponsors early as they book their year far in advance – we will make initial contact in March (asap)
- Sponsors will be contacted using the Gmail address for the conference group to avoid confusion
- Emma will contact Browns to ask for a quote on what being a sponsor at the event has meant for them – to be used in email to potential sponsor and comms release.
- The information on what the collaboration is, who will be present at the conference and what interests they will be made clear in the email and in the website information

**Action: EW** to contact Browns Books asap

**Action: GJ** to update the sponsor information ([completed](#))

**Action: CC** will update the email template to sponsors with the latest information (from above)

**3. Fees for sponsors:**

- Agreed that fees will remain the same for this year as comparative with other collaborations (relevant to our size/membership)
- Will not this year offer charity stalls
- Sponsorship levels will now be referred to Level 1 and Level 2 (as opposed to Gold and Silver)

**Action: GJ** to update the sponsor information ([completed](#))

#### 4. Sponsors

- CC circulated the spreadsheet of contacts and group agreed to add to any other contacts. (inc Figshare/BibliU)
- Spreadsheets to be added to Google drive and group asked for any recent contact information
- regional collaborations comparisons - listed suppliers to be added to spreadsheet

**Action: CB** to add details for 2020 and upload sponsor contacts sheet to Google drive (completed) and mail conference group for any additions/contact updates.

**Action: CC** to first contact sponsors in March and follow up in April.

#### 5. Conference microsite

<https://merciancollaboration.org.uk/conference-2020>

**Action: CB** will add signature and link to the microsite to the conference Gmail address

**Action: CB** to send images of the venue to GJ for inclusion on site (completed)

#### 6. Sponsor engagement

- Agreed on idea of sponsor bingo (trial this year). Prizes to be arranged/purchased ([literary gift company](#)) CB will present to winner after lunch.
- Agreed to not have a sponsor's presentation as part of conference but will be invited to join drinks reception at end of day and to join any presentations they'd be interested in.

#### 7. Date of next all group meeting

- April at Loughborough
- June at Birmingham

**Action: CB** to send doodle poll ASAP.

#### 8. AOB

- **EW** to check on remaining marketing collateral (notebooks/pencils) and see if more need to be ordered.
- **EW** to speak with Mercian treasurer re costs for accommodation
- **CB** to follow up on invoicing via SCONUL (for conference team at Bham)