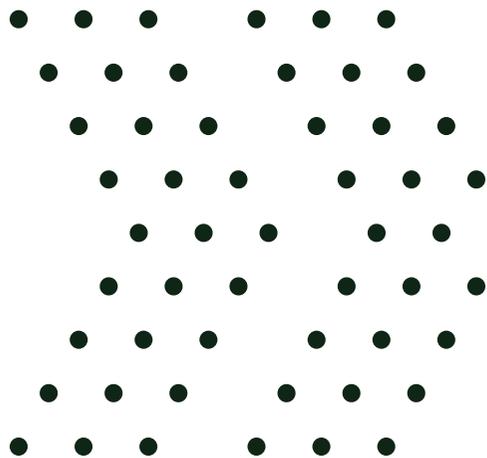


GuildHE partnership opportunities 2025



About GuildHE

GuildHE leads the charge for a dynamic, diverse higher education sector, empowering institutions to drive progress and shape a better future. We are an officially recognised representative body for UK higher education, working alongside Universities UK as joint guardians of the sector to advocate for institutions within our memberships and on behalf of the entire system. We are company owners of several sector agencies and work to advise Government, the regulator and other sector bodies for the benefit of our members.

GuildHE serves 70+ institutions across the nations and comprises universities, university colleges, further education colleges and specialist institutions. Our members are small and large, rural and urban, practice-based and online, publicly and privately funded– the diversity of our membership enables us a unique and valuable perspective into the challenges and opportunities within and for the sector at any given time.

Members are principally focused on vocational and technical higher education and include major providers of professional programmes in education and community service; healthcare; agriculture, food, and the built environment; business and law; and the creative arts.

Why partner with us

GuildHE is the most diverse representative body in the UK higher education sector. By partnering with us, you gain access to a unique network of senior leaders and decision-makers from across the sector.

GuildHE's small, agile, and passionate team is dedicated to delivering tailored sponsorship and partnership opportunities. Our packages can be customised, and we are open to exploring additional sponsorship engagement options to meet your specific needs. We work closely with our partners to ensure that your involvement aligns with your objectives and our members needs. Sponsoring GuildHE events, such as our annual conference, offers direct access to influential figures shaping the sector's future.

You'll have the chance to showcase your organisation's commitment to higher education through bespoke opportunities, from speaking engagements to event branding. Our events also provide valuable networking opportunities, connecting you with sector leaders in informal and formal settings.

About GuildHE Annual Conference

Our Annual Conference is held in mid-November at a different member institution each year. Last year, our conference took place on 19-20 November at Leeds Arts University, with the theme of 'Innovating the Future of Higher Education'.

The conference brings together a vibrant sector-wide network of colleagues, including Vice-Chancellors, Principals, and CEOs from our member institutions, sector leaders from other organisations, media representatives, commercial partners and other stakeholders to explore the sector's most pressing challenges and opportunities.

The event also features an evening drinks reception and dinner, providing further networking opportunities.



Supporter packages for in-person events

GuildHE invites partnerships with a wide range of organisations working in the sector. We offer a variety of one-off and annual sponsorship packages that enable colleagues to meet and network directly with our members while sharing insights across our community.

As a GuildHE partner, you'll be able to:

- Build your profile amongst our audiences
- Enhance your brand as a trusted and credible partner of a wide variety and diverse group of higher education institutions in the UK
- Network with stakeholders at the highest levels of higher education
- Identify new opportunities for business growth amongst institutions that are often hard-to-reach through other venues

Scroll through the following pages for specific partnership packages for our in-person events.

Bronze package: £2,000

- Exhibition stand in main networking area
- 1 delegate place included

Silver package: £4,000

- Exhibition stand in main networking area
- Branded as 'sponsored by' on all marketing and delegate communications, including conference materials
- 150-word company profile included in delegate pamphlet
- Acknowledgement from the Chair during the opening and closing sessions
- 1 delegate place included

Gold package: £7,500

- Exhibition stand in main networking area
- Branded as 'sponsored by' on all marketing and delegate communications, including conference materials
- 150-word company profile included in delegate pamphlet
- Address segment of delegation with a breakout session (scope to be agreed with GuildHE)
- Acknowledgement from the Chair during the opening and closing sessions
- Social media shout-outs leading up to and during the events
- 2 delegate places included

Platinum package: £9,000 (1 per event)

- Provide a plenary panel speaker (addressing all delegates as part of main programme; scope to be agreed with GuildHE)
- Exhibition stand in main networking area
- Branded as 'in partnership with' on all marketing and delegate communications, including conference materials
- 150-word company profile included in delegate pamphlet
- 150-word message in a pre or post-event delegate email (content to be approved by GuildHE)
- Acknowledgement from the Chair during the opening and closing sessions
- Social media shout-outs leading up to and during the events
- 3 delegate places included

Annual GuildHE partner package

We also offer an annual GuildHE partner package which includes:

- Biography and company logo listed on our GuildHE website
- A blog published on our GuildHE website twice a year
- Discount on exhibition space at our annual conference (50% discount on Bronze or Silver packages)
- The opportunity to present at member networks and other events as appropriate
- Subscription to our GuildHE Newsletter
- Quarterly meeting with our Director of Operations and Membership to grow organisational understanding and maximise membership benefits
- Client referrals, where a GuildHE member or other relevant institution has a need for a partner's products or services
- Assistance with product development, including facilitating focus groups of interested members or convening roundtables as required
- An annual meeting with GuildHE's CEO and catch-ups as required.

Using our unique knowledge of and insights into our member community, we work with partners to develop and enhance our package of services. Our collaborative work will provide value to our members and opportunities leading to valuable contact points with members for our partners.

GuildHE Partnerships start at £6,000 per annum, and can be developed to suit the different needs of our partners.

Other GuildHE events

We also run additional events across our members. These smaller events present further opportunities for partnership and support. They include:

- Council Meetings: Held three times a year (two in-person, one online) to discuss key higher education issues, offering a platform to align your brand with important conversations.
- Bespoke Roundtables: Smaller gatherings for senior leaders to foster in-depth discussions, allowing sponsors to enhance visibility as thought leaders.
- Networks and Special Interest Groups : Regular meetings for members' academic and professional services staff, featuring guest speakers and the chance to connect with staff experts in their respective areas.

These events not only facilitate networking and exposure but also link your brand to valuable professional development opportunities. If you're interested in learning more about these event and sponsorship opportunities, please get in touch!

Interested? Get in touch

If any of these opportunities interest you, or if you have any questions, please contact:
Amanda Suwart, Membership and Events Officer (amanda.suwart@guildhe.ac.uk)

We review sponsorships on an ongoing basis to ensure they align with our goals and provide mutual benefits.
Your feedback and enquiries are always welcome!