

GuildHE sponsorship opportunities 2025



About GuildHE

GuildHE is an officially recognised representative body for UK higher education, championing distinction and diversity in the sector. In this role, GuildHE works alongside Universities UK as joint guardians of the sector to advocate for institutions within our memberships and on behalf of the entire system.

GuildHE is the most diverse representative body in the UK, serving 67 institutions across the nations and comprising 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.

As a formal representative body, the government, regulators and key sector bodies consult GuildHE on higher education policies during their development and implementation. Because of this, we lead efforts to persuade the government, politicians and official groups on matters of concern to our members and on issues key to ensuring a distinctive, equitable, inclusive and internationally successful higher education sector, articulating its benefits to students, employers and wider society.

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. 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 leaders across the sector, and our membership with delegates primarily includes Vice-Chancellors, Principals, and CEOs from our member institutions, as well as sector leaders from other organisations, media representatives, and various stakeholders, to explore the sector's most pressing challenges and opportunities.

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



Bronze package £1,500

Brand Visibility:

- Logo on all event materials

Recognition:

- Acknowledgement from the Chair during the opening and closing sessions

Silver package £3,000

Brand Visibility:

- Logo on all event materials
- Opportunity to promote delegate pack

Recognition:

- Acknowledgement from the Chair during the opening and closing sessions

Additional Exclusive Sponsorship

- Exclusive Sponsorship of a coffee break, with branded signage or relevant Network session.

Gold package £6,000

- Brand Visibility:
 - Logo on all event materials
 - Further opportunity to promote delegate pack
- Recognition:
 - Acknowledgement from the Chair during the opening and closing sessions.
- Exclusive Sponsorship:
 - Sponsorship of the drinks reception
- Networking:
 - Attendance for two representatives at the conference dinner.
- Follow-Up:
 - Featured mention in the post-conference newsletter.
 - Dedicated social media post acknowledging your support.

Platinum package £9,000

- Brand Visibility: prominently identified
 - Logo on all event materials
 - Opportunity to promote delegate pack
- Recognition:
 - Acknowledgement from the Chair during the opening and closing sessions.
- Exclusive Sponsorship:
 - Sponsorship of the drinks reception
- Networking:
 - Attendance for two representatives at the conference dinner.
- Follow-Up:
 - Featured mention in the post-conference newsletter.
 - Dedicated social media post acknowledging your support.

Other GuildHE events

We also run additional events across our members. These smaller events present further opportunities for partnership and support, catering to a variety of areas and goals with our members' Head of Institutions, senior leaders and academic and professional services staff.

- 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 influential sector leaders.

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:

Dezrika Ramsey, Senior Membership and Events Officer

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