

 Scotland's Colleges

Sponsorship Opportunities
2009-10

About Us

Scotland's Colleges is the key development agency for Scotland's 43 colleges. Our understanding of the dynamic nature of the sector is reflected in the range of services we offer.

Among the many services we provide, are:

- expert advice, research and development, consultancy and customised training
- professional development and training for colleges and their staff
- conferences, workshops and seminars focusing on topical issues which enable individuals and groups to explore common challenges and share ideas
- a central resource and reference base.

Why sponsor us?

There are 43 colleges in Scotland with around 22,000 full and part-time staff. These colleges are collectively responsible for an annual turnover of £440 million and enrol 500,000 students every year. We are offering you a unique opportunity to promote your business, generate income and create positive PR within the college sector in Scotland.

Broadcast

Broadcast is the voice of colleges in Scotland. It is read and widely respected by stakeholders and key decision makers in the college sector. The widely distributed free publication is constantly evolving to ensure that it remains a publication that keeps pace with the needs of the sector. With prices starting as low as £120, you'll be pleasantly surprised at just how inexpensive it is to get your message across to thousands of professionals throughout the Scottish college sector and beyond.

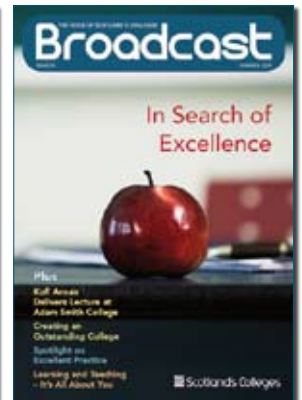
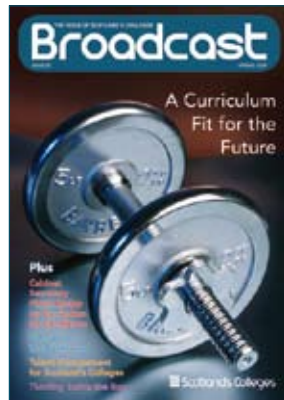
Advertising Rate Card

All rates are per issue, exclusive of VAT and are for full colour reproduction.

Quarter Page	£120
Half Page	£240
Full Page	£480
Inside back cover	£600
Outside back cover	£720

Series Discounts:

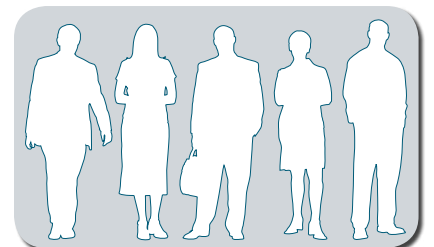
- 10% if you book two advertisements
- 15% if you book three advertisements
- 20% if you book four advertisements



College People Week

College People Week is a key event in the college calendar with excellent speakers, challenging content and opportunities for staff support. Based around a particular theme, the week long series of events tackle critical current topic and deliver it in an entertaining, lively and informative way. An important aspect of the week is for practitioners to network and build on what they have learned in order to implement the ideas into their own work in their colleges.

Sponsorship of College People Week: £500



Communities of Practice

The highly successful Community of Practice (CoP) programme exists to advance the professional development of the staff in support functions across all of Scotland's 43 colleges. Without these functions and the excellent staff who work in them, colleges could not operate and do what they do best: provide opportunities for their communities.

There are 13 groups (see below) which meet approximately three times a year for training and development and if you were to sponsor any of these groups you would be entitled to attend these events free of charge as part of your sponsorship package.

You would also be given accreditation on all marketing literature as a sponsor of the CoP. This includes e-newsletters, posters, brochures and free advertising space in Broadcast plus free delegate places at Scotland's Colleges Annual Awards Dinner. This is a fantastic opportunity for your organisation to increase brand awareness and meet with key decision makers in the college sector.

Impact (Assistant/Depute Principals)	ICT	Secretary to the Board
HR	MIS	Librarians
Quality	Professional Development	Business Development
Marketing	Guidance	International
		Finance

Sponsorship of any Community of Practice: £2,000

Scotland's Colleges Next Practice and Innovation Conference and Annual Awards 2009

We are delighted to be hosting this year's conference and awards on Tuesday 24 November 2009 at The Glasgow Hilton Hotel.

The aim of this year's conference is to revisit the fundamental values of the college sector through the positive contributions that colleges make to two key aspects: community development and economic growth. The awards ceremony which follows is a valuable opportunity to celebrate excellence within our sector and recognise the effort made by colleges to improve the learner experience.

Package A: £1,500

- Recognition on all related marketing literature including programmes and websites as a sponsor of both the Conference and Awards
- Sponsorship of an Individual Award Category.
- Two free delegate places at both the Conference and Awards.



Package B: £1,000

- Recognition on all related marketing literature including programmes and websites as a sponsor of both the Conference and Awards.
- Two free delegate places at both the Conference and Awards.

My CPD

Our online Continuing Professional Development (CPD) toolkit is designed to provide all members of staff within the 43 colleges in Scotland with a development record. We currently have over 3,500 members signed up to the toolkit and as a sponsor of My CPD you would be entitled to advertising space on all of our CPD web pages for the length of your sponsorship.

Sponsorship of My CPD: £2,000



A 10% discount is available if you wish to take out a bundle of advertising and sponsorship opportunities.

For more information and to discuss our offers and opportunities further please contact:



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Do you know we have our own Conference and Event Facilities?



Based in Stirling with easy access from the motorway, 'Openspace' is ideal for any business occasion. Our comfortable, modern and flexible facilities will impress the most discerning delegate.

All our rooms are equipped with the latest technology and free internet access plus we have experienced ICT staff on hand to offer assistance.

We can also provide catering and our fully trained events staff will assist you with clerical support on the day.



To find out more about Openspace please visit www.sfeu.ac.uk/conferencefacilities