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CELEBRATING THE UNIVERSITY OF NORTHAMPTON

Transforming lives, inspiring change

SUPPORT AND SPONSORSHIP OPPORTUNITIES

Supporters of
The University of Northampton



Supporters of
The University of Northampton



The University of Northampton takes great pride in its place as both the town and county's only university.

Transforming lives, inspiring change

While our links through education, research and knowledge transfer activities extend across the globe, one of our core objectives has always been the contribution we can make to the regional economy and community of which we are part.

We have already made great progress in our mission to increase accessibility to a university education and the benefits of lifelong learning – regularly exceeding the national benchmarks set by Government.

We continue to work closely with local businesses and organisations to improve both skill levels and professional development opportunities. Our current research income exceeds £2m and we are one of the East Midlands' leading providers of the Government's Knowledge Transfer Partnerships (whereby skilled graduates are placed in business).

Achieving full university title and research degree awarding powers secures our position as the leading provider of educational opportunities and a catalyst for the exchange of ideas and expertise with the people, communities and businesses we serve.

As The University of Northampton, we aim not only to engage with our community and its concerns, but also promise to take a major responsibility for the economic, social and cultural vitality of our region.

By supporting the work and initiatives of your new University, you have a truly unique opportunity to be part of one of the most significant and exciting changes to happen in our region and can be certain of playing a major role in helping us achieve our goals for the future. On a personal note, I look forward to developing a mutually rewarding and lasting relationship with all Supporters of The University of Northampton.

Thank you
[Signature]

Vice-Chancellor

Supporting your new University

The University of Northampton would like to offer you a unique opportunity to become a sponsor during the forthcoming 'Year of University' programme. This is an opportunity which, by its very structure will not be repeated, but one that will guarantee your business significant and ongoing commercial advantage.

To many, the idea of sponsorship revolves around big companies putting their name to big events, products and even celebrities in order to achieve maximum exposure to associated media coverage. And the sums involved very often run into six figures.

But sponsorship isn't just for multinational companies or celebrities – and it doesn't have to cost a fortune. Charities, the voluntary sector and universities have been working in partnership with the commercial sector for mutual gain for many years.

So, why do businesses invest so much in sponsorship?

The answer is simple – because it works.

Sponsorship, if utilised proactively, can deliver cost-effective results in a variety of ways, for example:

- Brand and image building or product awareness through PR, editorial, logo placement and audience targeting
- Business enhancement by association
- Positive ongoing publicity & PR
- Networking and future business opportunities
- Measurable customer/prospect exposure and contact

- Flexibility of marketing budget deployment
- Short to medium and long-term relationship possibilities
- Contribution to local economy/society with resultant benefits.

Sponsorship enables forward-thinking businesses to promote their company/product/service/brand in an original and targeted manner, while at the same time providing a wide range of associated benefits. However, the real advantage comes from the flexibility of being able to bespoke elements of your arrangement and in so doing ensure you are getting the maximum return on your investment.

The year of activities to celebrate The University of Northampton's achievement of full university status offers an opportunity for your business to enjoy many, if not all, of the benefits described above.

This is a chance for every business and organisation to consider how they might participate in the Year of University celebrations and be recognised as a true Supporter of The University of Northampton. Turn to page 8 to find out how.

Remember – company size is not important to be a successful sponsor – imagination is!



THE UNIVERSITY OF NORTHAMPTON Goals & Values

The University of Northampton has developed a mission and set of core values. In sharing these values and aspirations, you may well find that some reflect the standards by which you manage your own organisation or company. We hope that such synergy may reinforce your thoughts about becoming a sponsor and Supporter of the University.

- The University of Northampton will promote the educational aspirations of every individual who wishes to benefit from higher education in a stimulating and welcoming environment. We will strive to achieve the highest quality in all of our activities.
- We will work in collaboration with partners to extend knowledge through learning and teaching, research and consultancy to enable the regional economy to benefit from the excellence within our academic body.
- We will ensure that the course portfolio meets the needs of both individuals and employers, equipping our graduates for careers in the highly competitive job market, while growing our links with business and the wider community in general.

The University is committed to:

- Treating individuals fairly, with dignity and respect
- Valuing diversity, equality, inclusion and opportunity
- Developing and nurturing the independent learning skills and capabilities of students and staff
- Celebrating the achievements of students and staff
- Enhancing the economic, social, cultural and creative life of the local and regional community
- Providing a safe, supportive environment for students, staff, partners and visitors.

To find out more about becoming a Supporter of The University of Northampton, telephone **01604 497779** or e-mail university@northampton.ac.uk

Celebrating our University

LOOKING BACK...



The first university in the town dates back to the 13th Century when in 1260 a university was formed by scholars from the University of Cambridge, joined by scholars from University of Oxford in 1263. Short-lived, this university was dissolved as a threat to Oxford by Henry III following the Battle of Lewes in 1265.

The current University of Northampton has deep roots in Northamptonshire dating back to the 1930s. Northampton Technical College was formed in 1924, while the St George's Avenue building was opened by the Duke and Duchess of York in 1932.

It was the then Secretary of State for Education and Science, Margaret Thatcher, who opened the College of Education at Park Campus in 1972. This College's amalgamation with the Colleges of Technology and Art in 1975 led to the formation of Nene College with a total of 2,000 students.

The College incorporated St Andrew's School of Occupational Therapy in 1993 and was granted taught (first) degree awarding powers the same year. Further mergers with Nursing and Midwifery and the Leathersellers College had created, by 1999, University College Northampton.

The campaign to become a university was originally launched in 1996, though the transfer of Further Education to local colleges in 1992 was an earlier indication of the focus towards Higher Education.

Today almost 10,000 students are reading for first and postgraduate degrees in more than 100 different subjects. The University is spread over 50 hectares and two campuses just 2.5 miles apart – Park and Avenue – which have both benefited from £73 million of investment since 1990. Specialised teaching areas for Science, Humanities, Medical Professions, Management and Business stand alongside five new Halls of Residence offering quality on site accommodation for 1,800 students.

Full 'University' title and research degree awarding powers were granted in July 2005. An ambitious modern and regional university, The University of Northampton now has 1,500 staff committed to raising aspirations and transforming lives through education and knowledge transfer. This is very much the beginning.

Celebrating our University

MOVING FORWARD...



Above: Artists impression of the Student Centre on Park Campus

The new University in Northampton is about to embark upon one of the most exciting phases in its development so far.

Taking the new University forward through the 21st Century and beyond will require investment in high quality resources – in both staff and facilities – with £80m planned over the next 10 years. But equally important is the need to bring people with us on this journey – by communicating our current and future potential.

Exciting build projects well underway include a striking new £1.5m Student Centre, due to open early in 2006. Already ranked as second best in the country for the added value education this University provides its students (Source: Guardian), this new development will bring together all frontline student-facing services in one convenient location at Park Campus.

Our new £1.8m Innovation Centre for start-up businesses in the creative industries complements the regional growth in this sector

and is expected to open for business in Spring 2006. Based on Avenue Campus, home of the School of the Arts and at the head of the cultural mile, the Centre will create a hub of on-tap expertise, as well as incubation pods for graduate start-ups.

This ability to stimulate new and growth sectors of industry through applied research, the development of leading edge programmes and support to new businesses is one of the key themes in our recently launched, exciting five-year strategy.

Building on existing links, we want our resources, facilities and networks to be used to benefit industry and commerce in the region, allowing access to new knowledge and its applications and a skilled pool of graduates to further develop business capability.

Future projects and developments

As important as relevant, quality assured courses and excellent student support is the infrastructure and context in which the learning takes place.

The following key projects and initiatives have been chosen to highlight the many practical ways in which community and business needs are being integrated into the development of people and facilities for the longer-term benefit of everyone in the region. They promise an exciting future for this new University, which will begin with our year of celebrations.

Sports Complex

Recognising and responding to the needs of our students and staff, our planned £multi-million Sports Centre will provide extensive state-of-the-art facilities for the benefit of the local community too. Still very much in the early planning stages, the Complex could feature gym, swimming, track and sports science facilities, as well as a large capacity central auditorium, café bar and multi-deck car parking.

Arts Centre

The success of our School of the Arts through its award-winning students and well-reputed academic staff has already brought us national acclaim. However, we want to reach out and enable the community to access a vibrant programme of arts entertainment through a dedicated Arts Centre at the heart of our Avenue Campus.

Research & Knowledge Transfer

With plans to double research and knowledge income by 2010, the research and knowledge transfer agenda is already a significant part of the University's future strategy and was instrumental in the achievement of full University status. For every pound of direct funding, we

generate more than five pounds from other sources – already making us the sixth best performing Higher Education institution in the UK (Source: HESA). Plans for a dedicated, purpose-built Research Centre on Avenue Campus will enhance our performance and the opportunities for the region still further.

Fashion Show

Fashion at the University continues to attract huge media focus and attention from a wide range of influential people. The highlight of the year is the annual Northampton Graduate Fashion Show. The 2005 event, sponsored by Invest and Explore Northamptonshire, Avon, GSS Architects, Changes and others, was attended by more than 1,500 visitors. The 2006 Show offers a wide range of sponsorship opportunities and has proved an impressive venue for cost-effective, impressive corporate hospitality.

The University of Northampton will always be first and foremost a place where students are given every opportunity to excel and secure the qualifications needed to help them in their chosen careers. However, an increasing role is emerging as the centre of excellence for business development, research and applied solutions to commercial issues, many of which will relate directly to the work you do on a daily basis.

To succeed in these ambitions we seek to build on our existing relationships with local organisations and to develop new partnerships that will enable us to provide more and better services to the business community in our region.

Sponsorship opportunities & packages

The scope in becoming a Supporter of The University of Northampton is really only limited by desire, imagination and budget. However, we do have a large number of quite specific opportunities, which range from as little as £500!

Sponsorship is invited for aspects of the Year of University celebration programme of events and activities, much of which is already defined and scheduled.

In addition to straightforward monetary considerations, we will welcome sponsorship initiatives that involve the provision of services, facilities and products.

To enable you to consider the possibility of being a sponsor, we have outlined a selection of the potential benefits that can be incorporated into any agreement we may reach. While by no means exhaustive, these may include:

- Headline company name associated with event /activity/initiative and recognised as a key supporter of the new University
- Company name/Brand/Service dedicated to a specific part of the Year of University programme
- Attendance at sponsor-specific VIP events and dinners
- Membership of sponsors networking 'club' – Supporters of the University of Northampton
- Use of wide range of University facilities – at very special 'Supporters' rates
- Exposure to 'captive' audience – 10,000 students, 1,200 staff, up to 40,000 alumni and associated suppliers
- Promotion to over 6,000 visitors (prospective students, their friends and families) who visit our Open Days every year

- Promotion and web links via our University web pages, which currently attract almost 2m hits per year
- Branding and collateral on and off campus
- Incorporation into Supporters micro website – linked directly from the University's Home page
- Extensive PR programme associated with Year of University – and ongoing thereafter
- Sponsor-focussed networking opportunities
- Client hospitality events – entertainment/education/cultural/business
- Incorporation into wide range of University publications and materials.

The mix of benefits can reflect the level of sponsorship provided, as well as the objectives of the sponsoring companies. Whilst the University has a number of 'packages' that they are willing to offer to interested parties, there is also a desire to involve suitable businesses, organisations and individuals that may wish to create a 'tailor-made' sponsorship agreement.

To give an idea of the areas for which we are currently seeking sponsorship and present our proposed packages, we have listed these on an insert within this brochure. To find out more or discuss informally, please don't hesitate to call our Supporters of the University hotline on **01604 497779** or e-mail **university@northampton.ac.uk**



What to do next?



To try and summarise all that the new 'full status' university will mean to you, as an individual or as a business would really need more than this short publication, but hopefully this brochure will have given you a good insight to the work, aspirations, values and objectives of the University.

Those businesses that already use sponsorship as part of their marketing activities know that it works. The cost-effectiveness of a controlled expenditure that reaches a known audience cannot be provided by any other similar means and the spin-off benefits are numerous.

The opportunity to do something for your local University and at the same time gain an economic advantage is one that really should be seized – now!

How can I find out more?

Accompanying this brochure is a reply-paid card, where you can indicate the areas that you would like to know more about. Once you've completed it, simply post it back to us free of charge and we will contact you directly.

Alternatively, you can e-mail university@northampton.ac.uk or telephone our dedicated sponsorship 'hotline' on **01604 497779** and talk through in more detail the many opportunities that are available.

Remember, to become a sponsor of the University, in whatever way you choose, will provide you with a truly unique opportunity to promote your business. You will also enjoy that great feeling which comes when you have done something for the benefit of someone else, yet secured a personal or business benefit at the same time.

We very much look forward to hearing from you, and to welcoming you to your new University.



THE UNIVERSITY OF NORTHAMPTON
CORPORATE COMMUNICATIONS AND DEVELOPMENT
AVENUE CAMPUS
ST GEORGE'S AVENUE
NORTHAMPTON NN2 6BR
GREAT BRITAIN

Find out more...



PLEASE PRINT

Name:

Position:

Company Name:

Mailing Address:

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..... Postcode:

Email:

Contact Tel. No:

I am interested in receiving more information on the following:

Sponsorship Packages Bronze Silver Gold

Bespoke Sponsorship Opportunities

Please expand

.....

Provision of Goods, Services or Venue

Please expand

.....

I would like someone to contact me to discuss options

I am pleased to provide a sponsorship referral to the following contact:

Name:

Position:

Company Name:

Tel. No:

Email

Relationship with this contact

.....

Signed
Date

I no longer wish to receive mailings from the university

Supporters of
The University of Northampton