



10th Annual Meeting

**Mobility, Digital Citizenship
and the Student Experience**
Groningen Declaration Network

Ottawa, Canada, November 10 - 12, 2021

SPONSORSHIP OPPORTUNITIES

2021



Groningen Declaration

‘Enabling digital
learner data mobility’

Created in 2012 at a historic meeting in Groningen, the Netherlands, and established legally as a foundation in 2016, the Groningen Declaration Network (GDN) brings together key stakeholders to create an ethically centered Digital Learner Data Ecosystem. With a Board of Directors representing every continent, the GDN stands as the most inclusive global effort to date aimed at enabling digital learner data mobility.

Since 2012, the GDN has held its annual meeting (AM) in cities around the globe, ranging from Beijing and Washington, D.C. to Málaga, Cape Town, Melbourne, Paris, and Puebla. The meetings have been a key catalyst to the establishment of digital learner data depositories and exchange networks in and between China, the United States, Australia and New Zealand, Africa, Canada, and numerous countries in Europe. With the 2019 meeting in Puebla, Mexico, the GDN began to mobilize digital learner data efforts in Latin America.

The GDN is a diverse, global and interconnected ecosystem which includes large digital learner data depositories, educational institutions, government bodies, third party academic data processors and innovative companies, all seeking to facilitate educational and professional mobility. Its community is committed to learner privacy and data protection, transparent and responsible practices, and the recognition of digital learner data and qualifications, the GDN aims to ensure that citizens have access to secure digital records of their own educational achievements and can share them with whomever they choose, whenever they choose. The embrace of opportunities to present skills and educational attainment that respond to emerging industry and employer needs has also been a strand of the GDN activity in recent years.

For those displaced by conflict, the loss of academic records presents major hurdles to relocation and pursuit of education and skills development. The GDN has thus supported initiatives dealing with migrant data mobility, resettlement and access to services otherwise denied. Such initiatives include the European Qualification Passport for Refugees (EQPR), the Article 26 Backpack Initiative, the African Qualifications Verification Network (AQVN), and Kiron Open Higher Education.

The goal of the GDN is a global, equitable, accessible Digital Learner Data Portability environment. One of the largest global issues to this end is a fundamental lack and imbalance of global data and digital capacity. The opportunity is to convene practitioners and supporters to continuously share digitalization development and use cases, strategies and tactics that are working, expand the number of new projects moving forward globally where capacity is lacking, and continue to bring new ideas as technologies and methods evolve to the fore to help achieve the goal.



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‘Strategically aligned
with GDN’

Annual Meeting Sponsorship

Each year, representatives from more than 100 signatories and stakeholders gather at the GDN Annual Meeting to share, learn and lead discussion on developing business and technical platforms to improve the data from learning experiences and the credentials attained via formal and informal learning environments.

The Groningen Declaration Network Annual Meeting is a unique opportunity to engage with a vibrant network of senior executives from around the world. In 2021 this historic meeting will take place on **10-12 November** and be delivered in a hybrid format: in person (in beautiful Ottawa, Canada) and virtually (online). Delegates will have the option to register for the format that works best for their circumstances, making it the most accessible GDN Annual Meeting in its history.

As an important contributor to the data ecosystem that fosters and supports the portability of academic credentials, **we invite you to join us** for this exclusive opportunity and position your organisation where the critical conversations begin. Connect and confer with a passionate group of leaders dedicated to collaboratively delivering student data accessibility.

Sponsorship of the 2021 GDN Annual Meeting is now open and will connect your organisation with others who are guiding the global movement to increase respect and recognition of the currency of learning. In a rapidly expanding market, this opportunity offers a chance to strategically align your organisation with the vanguard of cross-border human capital mobility development.

We recognise that as a sponsor you may be seeking opportunities to develop your business; to increase awareness of your brand, product or service; to create and foster relationships and ultimately a return on your investment.

Sponsorship opportunities leverage engagement through our Virtual Attendee Hub designed to connect sponsors with both in-person and virtual online delegates. The Board of the Groningen Declaration Network would be delighted to discuss tailoring a sponsorship package that meets the needs and interests of your organisation and profile.

CONTACT DETAILS (on behalf of the GDN Board of Directors):

Ms Janie Barnett – Sponsorship Coordinator - barnettjaniebda@gmail.com

Mr Herman de Leeuw – Executive Director - ed@groningendeclaration.org

Ms Karen Hanna – Event Manager – khanna@hes.edu.au



Opportunity	Price	Promotional Package
Major Sponsor		
GDN Annual Dinner (sold)	€22,000	Premium Promotional Package
Social Functions		
Welcome Reception Sponsor	€15,000	Promotional Package A
Gold Sponsor		
First Timers Breakfast	€12,000	Promotional Package B
Lunch Day 1 (sold)	€12,000	Promotional Package B
Lunch Day 2	€12,000	Promotional Package B
Keynote Speaker Sponsor	€10,000	Promotional Package B
Silver Sponsor	€8000	Promotional Package B
Bronze Sponsor		
Attendee Identity Merchandise	€6000	Promotional Package C
Virtual Attendee Hub Technology	€6000	Promotional Package C
Attendee Engagement Touch Points	€6000	Promotional Package C
Annual Meeting Merchandise		
Covid Safe Items (branded masks, sanitation stations, signage)	€3000	Promotional Package D
Attendee Gifts	€3000	Promotional Package D

If you have any other ideas for sponsor opportunities that meet your objectives, we will be happy to discuss.



Premium Promotional Package

Annual Meeting visibility

- 4 (four) complimentary registrations for your company representatives (value over \$7,000)
- Promotional banner or similar in main plenary room and at dinner venue
- Complimentary Exhibit/Display Space Table

Delegate engagement

- Opportunity for sponsors table at Annual Meeting Dinner
- Exclusive opportunity to address delegates at the Annual Meeting Dinner (5 mins)
- Promotional collateral placed in delegates satchels (as supplied by sponsor by deadline)
- Delegate contact list post conference (restricted to those who opt in to sharing their details)
- Exclusive consideration of Annual Meeting Paper/Presentation proposal
- Social media promotion - LinkedIn, Twitter

Logo placement

- Company logo on printed program
- Company logo on key presentation slides/sponsor acknowledgement signage
- Company logo in Annual Meeting update newsletters
- Company logo on Virtual Attendee Hub/Companion App

Verbal and written acknowledgement

- Promotional paragraph in GDN Annual Meeting update newsletters
- Mention in posts on social media such as Linked In and Twitter during Annual Meeting updates
- Verbal acknowledgment by President during Annual Meeting
- Acknowledgment as an Annual Meeting sponsor in GDN member newsletter (pre) Annual Meeting report (post)

Sponsors Breakfast

- Complimentary attendance at the exclusive sponsors thank you breakfast where you have the opportunity to network with the GDN Board and other key industry stakeholders.



Promotional Package A

Annual Meeting visibility

- 2 (two) complimentary registrations for your company representatives at the face to face event (value over \$5,000)
- 2 (two) complimentary virtual registrations for your key staff
- Complimentary Exhibitor status on virtual attendee hub/Display Space Table on-site

Delegate engagement

- Opportunity for key representative to give a 5-minute welcome and company introduction during social event”
- “Promotional collateral placed in delegates satchels (as supplied by sponsor by deadline)
- Delegate contact list post conference (restricted to those who opt in to sharing their details)
- Social media promotion - LinkedIn, Twitter

Logo placement

- Company logo on print program
- Company logo on key presentation slides/sponsor acknowledgement signage
- Company logo in Annual Meeting update newsletters
- Company logo on Virtual Attendee Hub/Companion App
- Your choice of branded merchandise (sanitizing stations, masks, wayfinding signage, social distancing signage, water bottles)

Verbal and written acknowledgement

- Mention in posts on social media such as Linked In and Twitter during Annual Meeting updates Verbal acknowledgment by President during Annual Meeting
- Acknowledgment as an Annual Meeting sponsor in GDN member newsletter (pre) Annual Meeting report (post)

Sponsors Breakfast

- Complimentary attendance at the exclusive sponsors thank you breakfast where you have the opportunity to network with the GDN Board and other key industry stakeholders.



Promotional Package B

Annual Meeting visibility

- 2 (two) complimentary registrations for your company representatives (value over \$3,500)
- Complimentary Exhibit/Display Space Table

Delegate engagement

- Opportunity for key representative to give a 5-minute welcome during activity
- Promotional collateral placed in delegates satchels (as supplied by sponsor by deadline)
- Delegate contact list post conference (restricted to those who opt in to sharing their details)
- Social media promotion - LinkedIn, Twitter

Logo placement

- Company logo on Program
- Company logo on key presentation slides/sponsor acknowledgement signage
- Company logo in Annual Meeting update newsletters

Verbal and written acknowledgement

- Mention in posts on social media such as Linked In and Twitter during Annual Meeting updates
- Acknowledgment as an Annual Meeting sponsor in GDN member newsletter (pre) Annual Meeting report (post)

Sponsors Breakfast

- Complimentary attendance at the exclusive sponsors thank you breakfast where you have the opportunity to network with the GDN Board and other key industry stakeholders.

Promotional Package C

Annual Meeting visibility

- 1 (one) complimentary registrations for your company representatives

Delegate engagement

- Promotional collateral placed in delegates satchels (as supplied by sponsor by deadline)



Logo placement

- Company logo on Program
- Company logo on key presentation slides/sponsor acknowledgement signage
- Company logo in Annual Meeting update newsletters

Verbal and written acknowledgement

- Promotional paragraph in GDN Annual Meeting update newsletters
- Mention in posts on social media such as Linked In and Twitter during Annual Meeting updates
- Verbal acknowledgment by President during Annual Meeting
- Acknowledgment as an Annual Meeting sponsor in GDN member

Sponsors Breakfast

- Complimentary attendance at the exclusive sponsors thank you breakfast where you have the opportunity to network with the GDN Board and other key industry stakeholders.

Promotional Package D

Annual Meeting visibility

- 50% discount on registrations for your one company representative

Delegate engagement

- Promotional collateral placed in delegates satchels (as supplied by sponsor by deadline)

Logo placement

- Company logo on Program
- Company logo on key presentation slides/sponsor acknowledgement signage
- Company logo in Annual Meeting update newsletters”

Verbal and written acknowledgement

- Mention in posts on social media such as Linked In and Twitter during Annual Meeting updates
- Acknowledgment as an Annual Meeting sponsor in GDN member

Sponsors Breakfast

- Complimentary attendance at the exclusive sponsors thank you breakfast where you have the opportunity to network with the GDN Board and other key industry stakeholders.



TERMS AND CONDITIONS

All sponsorship packages are listed in Euros and charged in the country where the GDN is registered - The Netherlands. All payments must be made in Euros. Wire transfers and credit card payments will be accepted. All amounts exclude Goods and Services Tax (VAT) as applied in The Netherlands.

Once your preferred sponsorship package has been negotiated, a sponsor form and invoice for the transaction will be sent to the named contact.

CANCELLATION POLICY

Sponsorship cancellations must be made in writing. Please note that cancellation may incur part payment if they occur within 30 days of the Annual Meeting, subject to conditions.

DISCLAIMER

The entitlements listed in this document are offered on the basis that confirmation of a sponsor's involvement is received prior to the deadline specified by the Executive Director (e.g. production of promotional material).

The Board of the GDN reserves the right to amend these packages subject to change in the program format.

RESPONSIBILITIES OF SPONSORS

Those companies which get the most out of their sponsorships are those who actively promote their presence at the Annual Meeting and provide photographs, text and any other materials in a timely manner to the organisers. It is a responsibility of sponsors to provide names and contact details for their guests and meet deadlines.