



# Sponsorship Opportunities



**Groningen**  
Declaration

11<sup>th</sup> Annual Meeting of the  
Groningen Declaration Network

**12-14 October 2022**

Forum, Groningen, The Netherlands



**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.

The Groningen Declaration Network (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.



**Groningen**  
**Declaration**

***‘The goal of the GDN a  
global, equitable, accessible  
Digital Learner Data  
Portability environment’***

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 SAQA/WES Refugees Pilot Project, 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.



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.

In 2020, the GDN Annual Meeting was to be held in Delhi, India however had to be cancelled due to the Covid-19 Pandemic. A webinar series served to deliver presentations and engage with our community.

In 2021, the 10<sup>th</sup> GDN Annual Meeting was held as a hybrid event with an in-person event in Ottawa, Canada and a global audience attending online. In 2022 the Annual Meeting returns to its birthplace, Groningen.

## *The GDN Annual Meeting*



## ***Strategically align your organisation with GDN***

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 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.

### **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. With the advent of the new hybrid event design, our audience continues to grow with over 200 delegates attending in person or virtually in 2021.

The Groningen Declaration Network Annual Meeting is a unique opportunity to engage with a vibrant network of senior executives from around the world. In 2022 the 11<sup>th</sup> Annual Meeting will take place on **12-14 October** and be delivered in a hybrid format: in person (in the birthplace of the GDN, the beautiful city of Groningen, The Netherlands and virtually (online).

Sponsorship of the 2022 GDN Annual Meeting 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.

These are some of the organisations who recognise the value of supporting the GDN, as founding members, Patrons and annual meeting sponsors.





Sponsorship opportunities include:

- **Major Sponsor including Annual Dinner (€25,000)**
- **(Digital Technology and Audio-Visual Sponsor (€20,000)**
- **Provincial Reception (€10,000)**
- **Executive Summary Publication (€8,500)**
- **Refreshment Breaks (€5,000-€10,000)**
- **Merchandise (€3,500 - €5,000)**

We would be delighted to discuss tailoring a sponsorship package that meets the needs and interests of your organisation and profile.

*Sponsorship Opportunities*

# ***Major Sponsor including the GDN Annual Dinner***

*Held at the historic Martini Church  
Thursday 13 October*

**€25, 000**

The major sponsor for the 11<sup>th</sup> Groningen Declaration Network Annual Meeting enjoys high impact benefits including branding of the GDN Annual Dinner.

This year GDN offers a truly spectacular venue for the annual dinner. Situated just a 2-minute walk away from the meeting venue we find the Martini Church. This gothic church which has its origins in the 12<sup>th</sup> century is the oldest church in the city of Groningen and offers a wonderful opportunity for a formal dinner.

The always highly anticipated annual dinner is a perfect opportunity for maximum exposure as the dinner is always very well attended.



## **Benefits include:**

- Complimentary registrations
- Speaking opportunity
- Premium opportunities for delegate engagement
- Premium logo placement before, during and after
- Social media and digital promotion
- Exclusive networking opportunities

Full benefit details available on application and can be tailored to meet your business objectives.

# Digital Technology and Audio-Visual Sponsor

**€20, 000**

Following the success of our first hybrid event in 2021, the 11<sup>th</sup> GDN Annual Meeting will be delivered as a hybrid event again in 2022. First class digital technology is required to bring in-person attendees and the online audience together in a connected experience for all delegates.

The GDN have selected Cvent technology to manage the 2022 Annual Meeting including their excellent *Virtual Attendee Hub* platform to deliver seamless online and mobile device live streaming and easy access to sessions, speakers and sponsors.

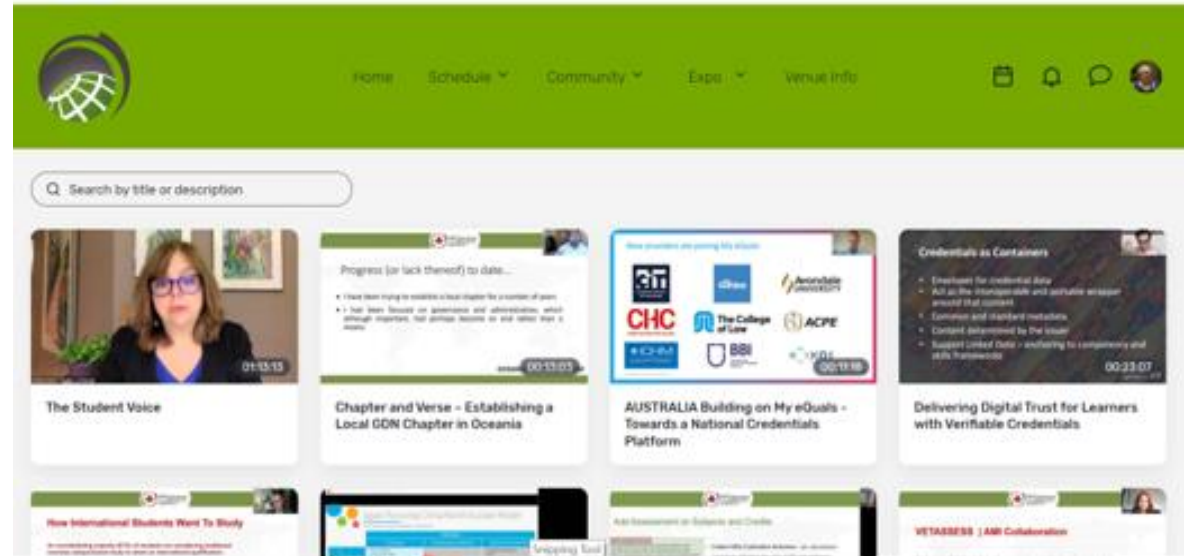
As our Technology sponsor, your valuable contribution would align your organisation with a community dedicated to digital mobility.



## Benefits include:

- Complimentary registrations
- Premium digital opportunities for delegate engagement
- Premium logo placement before, during and after
- Social media and digital promotion
- Exclusive networking opportunities
- Live and virtual exhibitor opportunities

Full benefit details available on application and can be tailored to meet your business objectives



# Welcome Reception

Wednesday 12<sup>th</sup> October 2022

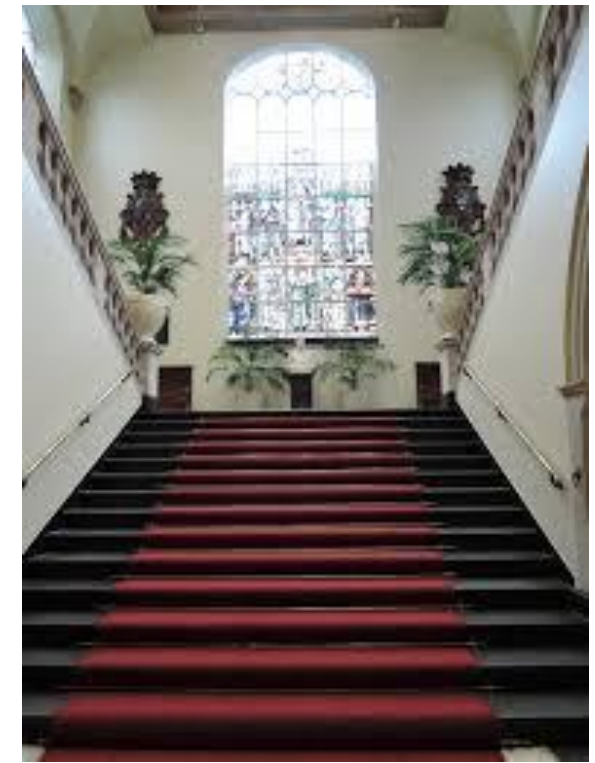
**€15, 000**

The welcome reception of the GDN Annual Meeting is the first social event for the delegate group. This is the time when attendees make new friends and catch up with their international colleagues. Held immediately after the end of Day 1, the group are usually buzzing with excitement and eager to network.

In 2022, the Welcome Reception will be held at The University of Groningen



**SOLD**



## Benefits include:

- Complimentary registrations
- Premium opportunities for delegate engagement
- Premium logo placement before, during and after
- Social media and digital promotion
- Exclusive networking opportunities
- Live and virtual exhibitor opportunities

Full benefit details available on application and can be tailored to meet your business objectives.

# ***Lunch Breaks***

**€10, 000**

2 Available

The Forum, the venue of the 2022 annual meeting houses a splendid rooftop restaurant where lunch will be served. Situated right in the historical heart of the city, this restaurant 'NOK' which means 'ridge' offers wide views overlooking the city. It also provides access to the rooftop, (open to the public), where views are even more stunning.

A wonderful opportunity to showcase your organisation as a GDN sponsor. You will be provided with an opportunity to say a few words to attendees so that your status as sponsor is obvious to all.



## **Benefits include:**

- Complimentary registrations
- Premium opportunities for delegate engagement
- Premium logo placement before, during and after
- Social media and digital promotion
- Exclusive networking opportunities
- Live and virtual exhibitor opportunities

Full benefit details available on application and can be tailored to meet your business objectives.

# *Publication Sponsor*

**€8, 500**

Exclusive

Each year the Groningen Declaration Network produces a publication we call the Executive Summary.

This important and professionally produced publication becomes a record of the annual meeting and a living resource for our signatories and stakeholders. The report summarizes the key themes and trends emerging in the digital learner mobility environment.

Sponsorship of this publication means your organisations support is associated with the history and evolution of the Groningen Declaration Network.

Visit the GDN website to view an example of a [previous Executive Summary](#) to assure yourself of the value of this investment.

## **Benefits include:**

- Longevity of association with the GDN
- opportunities for delegate engagement
- Publication branding with your logo to complement final cover page design
- Logo placement before, during and after
- Social media and digital promotion
- Virtual exhibitor opportunities

Full benefit details available on application and can be tailored to meet your business objectives.



# *Refreshment Breaks*

**€5, 000**

5 Available

The Forum, venue of the 2022 annual meeting houses a splendid rooftop restaurant where lunch will be served. Situated in the historical heart of the city, the restaurant 'NOK' which means 'ridge' offers wide views overlooking the city. It also provides access to the rooftop, which is publicly accessible, where views are even more stunning.

A wonderful opportunity to showcase your organisation as a GDN sponsor. You will be provided with an opportunity to say a few words to attendees so that your status as sponsor is obvious to all.



## **Benefits include:**

- Complimentary registration
- Premium opportunities for delegate engagement
- Premium logo placement before, during and after
- Social media and digital promotion
- Exclusive networking opportunities
- Live and virtual exhibitor opportunities

Full benefit details available on application and can be tailored to meet your business objectives.

# Breakout Room Sponsor

**€5, 000**

3 Available over 2 days

Our venue for the 11<sup>th</sup> Annual Meeting is the state of art 'Forum', an architecturally designed public space opened in 2019.

*"Forum Groningen's ambition is to let today's world and tomorrow's opportunities inspire the residents and visitors of Groningen. It hopes to achieve this with international exhibitions, film and literature festivals, panel discussions and talk shows, as well as courses, workshops and talks. Forum Groningen challenges the public to keep an open mind while exposing them to the latest social and technological developments. To this end, the Forum has two exhibition galleries, the interactive Storyworld museum, five cinemas, a multi-purpose events venue with a flat floor, the complete collections of the city library, dozens of study and workplaces, a Medialab and a Smartlab."*

The breakout rooms are the beautiful cinemas in the Forum providing an intimate collegiate experience for delegates.

## **Benefits include:**

- Unique opportunities for delegate engagement
- Room branding with your logo
- Collateral placement or delegate gifts (in room)
- Logo placement before, during and after
- Social media and digital promotion
- Live and virtual exhibitor opportunities

Full benefit details available on application and can be tailored to meet your business objectives.



# ***First Timers Breakfast***

**€5,000**

The First Timers Breakfast is a GDN Tradition that always proves to build relationships and strong connections. Established as a way to make new participants feel welcome and at ease this exclusive event affords a sponsor the opportunity to get up close and personal with GDN Board Members and new entrants to the industry.



## **Benefits include:**

- 5-minute welcome speaking spot
- Complimentary registration
- Opportunities for delegate engagement
- Logo placement before, during and after
- Social media and digital promotion
- Exclusive networking opportunities
- Live and virtual exhibitor opportunities

Full benefit details available on application and can be tailored to meet your business objectives.

## ***Merchandise Sponsor***

**€3,500 - 5,000**

Put your branding in the hands of attendees with sponsorship of merchandise.

- Conference Bags
- Delegate Gifts
- Name Badges and Lanyards
- Pens and notepads
- Promotional gifts



Work with us to add your brand to merchandise or gifts to enhance our delegates experience of the GDN Annual Meeting.



## ***Advertising Placement***

**€3,500 - 5,000**

Looking for impactful advertising opportunities to reach the Groningen Declaration Network (GDN) participants and signatories of more than 2500 subscribers.

A range of advertising placement opportunities are available to sponsors supporting the 11<sup>th</sup> GDN Annual Meeting and beyond. No matter what your budget is, there is an option waiting for you to engage with the GDN community.

## ***Contact***

Janie Barnett – Sponsorship Coordinator  
[barnettjaniebda@gmail.com](mailto:barnettjaniebda@gmail.com)