



SDF's Festival of Learning and Development

Reinventing, reinforcing, recalibrating - 22nd to 26th November 2021

Venue: AdvanceHE connect and SDF zoom

We are now offering exclusive partnering opportunities for organisations who would like to support the second virtual SDF's Festival of Learning and Development, engage with a forward thinking community of learning and development professionals from across Higher Education and share our community values.

This year's SDF Festival of Learning and Development offers four strands:

- ***Becoming agile, flexible and empowered individuals and organisations*** – Embrace new ways of working, nurture flexibility, plant trust, harvest autonomy, while respecting human differences and enhancing organisational performance.
- ***Moving towards self-directed individuals and self-service learning and development*** – Meet the learner of the future, autonomous and sufficiently empowered to envision their own learning plan and drive their own development
- ***Letting go of familiar mindsets and befriending flattening organisations*** – Grow trust and accountability in organisations by nourishing strengths. Meet the new leader who discards control and achieves triumph by relinquishing power.
- ***The new, the unknown and the reimagined*** – Support new circumstances and challenges, marvel at all that we don't know and dream to reimagine the skills and strengths of the future professionals that are needed now.



The SDF's Festival of Learning and Development attracts colleagues at all levels of the learning and development community. Its main focus is on delegates who are learning and development practitioners within the Higher Education sector. Delegates not only influence strategic direction, but are focused on pragmatic development issues and actions.

The SDF's Festival of Learning and Development gives access to a platform for **organisations supplying services to the Higher Education sector** to develop new contacts, promote their products through partnership and reinforce existing relationships. Festival suppliers are more likely to meet the staff who are directly using their services and products and ideally positioned to receive feedback from their existing clients.



Partnering opportunities 2021

Option 1: Key Festival Partner - £2,200

Join a select group of organisations supporting the SDF's Festival of Learning and Development, the friendliest Festival of its kind.

1. Gain maximum exposure before, during and after the Festival as Key Festival Partner of the virtual SDF's Festival of Learning and Development.
2. High level and continued exposure throughout the Festival on digital displays and materials.
3. Opportunity to address Festival audience during the Festival opening plenary (face to face) or be represented by SDF Chair during Opening (virtual)
4. Access to all Festival's sessions for four representatives.
5. Prominent listing on the Festival website pages and identification throughout the duration of the event on digital displays and materials.
6. Company logo on the programme, advertising on the SDF web page and on general presentation slides.
7. Promotion on SDF communications channels and logo inclusion in mailing to all Festival participants.
8. Showcase up to two ads on SDF website from October 2021 to March 2022 **or 6 months after the completion of any current ad.**
9. Opportunity to showcase up to four articles/press releases of value to the SDF membership via SDF News pad from October 2021 to June 2022.
10. Dissemination of partner's news as part of the JiSCmail's feature - Supporting SDF partner's news.
11. All sessions will be recorded and uploaded on to AdvanceHE Connect for further dissemination among SDF membership.



Option 2: SDF Awards Partner - £1,700

Gain maximum exposure before, during and after the virtual SDF's Festival of Learning and Development as a partner of SDF's prestigious national "Developing Excellent Practice" Awards.

1. Sole partnership of the 2021 SDF Awards.
2. Maximum exposure and prominent listing throughout the Festival and Awards Ceremony on SDF communications channels, Festival website, digital displays and printed materials where appropriate.
3. Address Festival audience during the opening of the Awards Ceremony (face to face) or be represented by SDF Chair/Executive in the ceremony (virtual).
4. Be one of the Awards Hosts and present winners with their Awards (face to face) or be represented by SDF Chair/Executive in the ceremony (virtual).
5. Company logo on the programme, advertising on the SDF web page and on general presentation slides.
6. Promotion on SDF communications channels and logo inclusion in mailings to all Festival participants.
7. Opportunity to join the judging panel, chaired by the SDF Executive team.
8. Opportunity to showcase up to four articles/press releases of value to the SDF membership via SDF News pad from October 2021 to June 2022.
9. Dissemination of partner's news as part of the JiSCmail's feature - Supporting SDF partner's news.
10. Access to all Festival's sessions for three representatives.
11. All sessions will be recorded and uploaded on to AdvanceHE Connect for further dissemination among SDF membership.



Option 3: Festival Strand Partner - £800

Gain exposure during the virtual SDF's Festival of Learning and Development as a partner of a Festival strand for a number of workshops or pecha kucha sessions, depending on partner's availability

1. Before the session, present the company as Festival Strand Partner, introduce the session facilitator (up to 2 minutes) and close the session (1 minute). The Festival offers the following four strands (see first page).
2. Access to all Festival's sessions for three representatives.
3. Showcase up to three articles/press releases of value to the SDF membership via SDF News pad from October 2021 to June 2022.
4. Promotion on the Festival website pages and identification throughout the duration of the event on digital displays and materials.
5. Dissemination on SDF communications channels and logo inclusion in mailing to all Festival participants.
6. All sessions will be recorded and uploaded on to AdvanceHE Connect for further dissemination among SDF membership.



Option 4: Workshop Lead Partner- £250

Gain exposure during the first virtual SDF's Festival of Learning and Development as session lead.

1. Facilitate a session.
2. Showcase logo as Workshop Lead Partner.
3. Access to all Festival's sessions for two representatives.
4. Showcase two articles /press release of value to the SDF membership via SDF News pad from October 2021 to June 2022.
5. Dissemination on SDF communications channels and logo inclusion in mailing to all Festival participants.
6. All sessions will be recorded and uploaded on to AdvanceHE Connect for further dissemination among SDF membership.

If you are interested in any of the partnership opportunities still available, please complete and return the Partnering Request form, or contact Dr Rossana Espinoza (SDF Chair) to discuss.