



Let's create excellent  
campus experiences

# Partnership opportunities with CUBO 2023

“We work with over 50 companies across our campus services and these partners are absolutely integral to Lancaster University's campus experience for students, staff and visitors. The best companies always deliver to the right spec, at the right price, at the right time, but can also be key to achieving innovation and improvements.”

Jo Hardman, Director of Commercial Services Lancaster University



# About CUBO

**CUBO is the association for commercial and campus services professionals in higher and further education, with 117 institutional members and over 1000 individual members in the UK and Ireland.**

## Members

Our membership includes the directors who lead on the strategic development, management and operation of an institution's commercial business, as well as heads of service and teams across multiple campus services. CUBO supports these professionals and their partners to create excellent campus experiences for students, staff and visitors.

## Business areas

Commercial and campus services typically include the residential portfolio (university owned/managed and private partnerships), hospitality and catering, conferencing and events, retail, sport, security, design and print services, customer services, childcare, transport and parking, cleaning and waste removal. Members may also be responsible for digital services, hotels and B&B, hard FM and sometimes running the whole estate. Within commercial and campus services, there are also marketing and communications professionals, finance professionals and residence life and student experience professionals.

## Value

The services run by CUBO members contribute a growing percentage of UK universities' revenues, estimated at over £2.5 billion\*.



\*based on 2019 CUBO Benchmarking Survey: average commercial income per university



# Let's connect

## CORPORATE PARTNERSHIPS 2023

### Why partner with CUBO in 2023?

The higher education sector in the UK is growing, with the number of applicants expected to rise from around 700,000 a year to more than a million in the next four years.\*

To meet this growth, universities and colleges need dynamic and innovative business partners to support the development of their campus and commercial services.

Becoming a CUBO corporate partner gives you access not only to the commercial decision makers and influencers at member institutions, but also the critical knowledge to understand and develop effective solutions for this important sector's needs.

### How CUBO partnerships work

Universities want lasting relationships with trusted suppliers. CUBO partnerships help to build that trust. Partners provide references, and contracts are annual and renewable. We help you build brand awareness via the CUBO website, newsletter, emails, social media and virtual events. You also receive the contact details for CUBO members once per year, and, depending on the partnership chosen: excellent opportunities to connect face to face at CUBO conferences, significant PR across the sector via awards sponsorship, and even the chance to conduct a pulse survey with our members.

### Choose from three partnership levels.

#### SILVER

■ Year-round digital brand promotion, access to key contacts at member universities and colleges, access to free online events with CUBO members, CUBO updates and the chance to host a virtual event with CUBO members. A great way to connect with members regionally and nationally.

#### GOLD

■ All the benefits of the Silver partnership plus in-person networking and exhibiting at our flagship Summer Conference, featuring the prestigious annual CUBO Awards.

#### PLATINUM

■ Comprehensive, year-round, high-profile brand marketing and multiple opportunities to showcase your services and engage face-to-face with CUBO members, including awards sponsorship, hosting/ sponsoring a conference session and participation in all three CUBO conferences.

\*Source: UCAS

# CUBO Conferences and Awards

**Included in our partnerships or available as an add-on, our four main events offer excellent branding, PR and sales opportunities.**

## Cubo Awards

The CUBO Awards draw entries from across the HE sector in the UK and Ireland in nine categories: Innovation in Student Experience, Innovation in Student Housing, Best Residence Life Experience, Creativity in Catering and Retail, Excellence in Student Sport, Best Marketing Campaign, Business Partnership of the Year, Creativity in Conferencing, Events and Hospitality and Campus Experience of the Year.

From January to July, an extensive CUBO Awards marketing campaign builds across higher education, culminating in CUBO Awards Night at our Summer Conference. Winners and shortlisted entrants become online case studies and sessions at CUBO events, providing maximum value to sponsors of these prestigious awards.

**Included in our Platinum partnerships. Available to Gold and Silver partners subject to availability.**

## Summer Conference

Packed with information, best practice, professional development and business solutions for commercial HE, this conference and exhibition is also the venue for the annual CUBO Awards, drawing additional delegates from shortlisted institutions.

**Included in our Platinum and Gold partnerships. Available as an upgrade to Silver partners subject to space.**

## Winter Conference

A conference with a focus on insights from HE and the business worlds, with speakers from organisations like HEPI, UCAS, UK Hospitality and the CBI. Up to 12 partners can participate with a pop-up display and table.

**Included for Platinum partners then limited places available first come, first served to Gold and Silver partners.**

## Residence Life Conference & Awards

With over 700,000 beds in purpose-build student accommodation in 2022, and an increased focus on supporting wellbeing and building community, residence life programmes are growing. This dedicated conference for residence life and student experience professionals includes the CUBO Residence Life Star Awards.

**Included in our Platinum partnerships. Available to Gold and Silver partners subject to space.**

# Let's partner

## Platinum Partnership

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**£14,200 + VAT**

Choose a Platinum partnership for maximum impact and best value, year-round premium brand marketing, sector-wide PR through CUBO Awards sponsorship, and multiple opportunities to connect in-person with HE commercial services decision-makers and influencers.

- Prime position in all partner listings and conference exhibition spaces
- Logo and link on CUBO homepage and profile and link on CUBO partner page
- Logo and link in CUBO e-communications to members (40+ per year)
- Banner advert on two CUBO emails to members per year
- Partner spotlight in CUBO member news once per year
- Support through CUBO social media activity
- Member contacts once per year
- Access to CUBO virtual round tables for all staff
- Host two CUBO round tables per year
- Corporate partner logo
- Bi-monthly partner newsletter
- Pulse survey of members once per year (content agreed with CUBO)
- Advert/banner in all conference programmes
- Your case studies in the CUBO members' resource library
- Your details in the partner database shared with members
- Your news shared with members and on the CUBO website
- Preferred presenter for CUBO special groups
- Member rate on CUBO training courses - learn alongside CUBO members - for all staff

### Summer conference exhibition package

- Shell scheme 3m x 2m stand with fascia, power & wifi
- 2 exhibitor places incl. access to conference sessions, lunches & refreshments, networking Evening and CUBO Awards Night, and B&B accommodation in single en-suite rooms for 2 nights
- Two places at summer conference networking event with CUBO Board & Host Institution
- Present a session at summer conference
- Logo on conference marketing materials – website and weekly emails to CUBO members
- Conference delegate list (opted in) pre-event
- Logo and profile listing in digital conference programme

Prices valid to 31 July 2023

### Awards sponsorship package

- Exclusive sponsorship of a CUBO Award category
- Logo & link on Awards page of CUBO website and Awards marketing and administration emails
- Logo in University Business articles previewing and reporting on Awards
- Opportunity to join Awards judging panel
- 2 tickets for CUBO Awards Night including 1 night's accommodation B&B en-suite
- Company name on Award trophy
- Opportunity to present Award
- Advert in digital Awards programme
- Sponsor video screened at Awards
- Logo and sponsorship on feather flags on main route through campus

### Winter conference exhibitor package

- Space for a pop-up stand with table & 2 chairs
- 2 exhibitor places for full event, includes access to conference sessions, lunches & refreshments, conference dinner and 1 night's B&B accommodation single/en-suite
- Logo on conference marketing materials – website and weekly emails to CUBO members
- Conference delegate list (opted in) pre-event
- Logo and profile listing in digital conference programme

### Residence Life conference exhibitor package

- Space for a pop-up stand, table & 1 chair
- 1 exhibitor place for full event, including access to conference sessions, lunches & refreshments, Reslife Star Awards Dinner
- 1 night's B&B accommodation, single en-suite
- Logo and profile in digital conference marketing - website, emails
- Logo and profile listing in digital conference programme



# Gold Partnership

## £5550 + VAT

Build year-round brand recognition with CUBO members, access key contacts in HE commercial services and exhibit at the flagship CUBO summer conference including the CUBO Awards.

- Logo and link on CUBO homepage
- Profile and link on CUBO partner page
- Logo and link in CUBO e-communications to members (40+ per year)
- Banner advert on one CUBO email to members per year
- Support through CUBO social media activity
- Member contacts once per year
- Access to CUBO virtual round tables for all staff
- Host a CUBO round table
- Corporate partner logo
- Bi-monthly partner newsletter
- Your case studies in the CUBO members' resource library
- Your details in the partner database shared with members
- Your news shared with members and on the CUBO website
- Preferred presenter for CUBO special groups
- Member rate on CUBO training courses - learn alongside CUBO members - for all staff

### Summer conference exhibition package

- Shell scheme 3m x 2m stand with fascia, power & wifi
- 2 exhibitor places incl. access to conference sessions, lunches & refreshments, Networking Evening and CUBO Awards Night, and B&B accommodation in single en-suite rooms for 2 nights
- Logo on conference marketing materials – website and weekly emails to CUBO members
- Conference delegate list (opted in) pre-event
- Logo and profile listing in digital conference programme

Prices valid to 31 July 2023





## Silver Partnership

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**£1600 (£1025 small business) + VAT**

**Build brand recognition through recognition as a CUBO partner, year-round marketing in CUBO media and access key contacts in HE commercial services.**

- Logo and link on CUBO homepage
- Profile and link on CUBO partner page
- Logo and link in CUBO e-communications to members (40+ per year)
- Banner advert on one CUBO email to members per year
- Support through CUBO social media activity
- Member contacts once per year
- Access to CUBO virtual round tables for all staff
- Host a CUBO round table
- Corporate partner logo
- Bi-monthly partner newsletter
- Your case studies in the CUBO members' resource library
- Your details in the partner database shared with members
- Your news shared with members and on the CUBO website
- Preferred presenter for CUBO special groups
- Member rate on CUBO training courses - learn alongside CUBO members - for all staff

Prices valid to 31 July 2023





# Add-On and Flexible Options

**Gold and Silver partners can add individual event packages, subject to availability.**

There are additional sponsorship opportunities at summer conference starting from just £500, and we are happy to discuss *your* ideas for partnering. Contact us for more details.

## Summer conference exhibition package

- Shell scheme 3m x 2m stand with fascia, power & wifi
- 2 exhibitor places incl. access to conference sessions, lunches & refreshments, Networking Evening and CUBO Awards Night, and B&B accommodation in single en-suite rooms for 2 nights
- Logo on conference marketing materials – website and weekly emails to CUBO members
- Conference delegate list (opted in) pre-event
- Logo and profile listing in digital conference programme

## Awards sponsorship package

- Exclusive sponsorship of a CUBO Award category
- Logo & link on Awards page of CUBO website and Awards marketing and administration emails
- Logo in University Business articles previewing and reporting on Awards
- Opportunity to join Awards judging panel
- 2 tickets for CUBO Awards Night including 1 night's accommodation B&B en-suite
- Company name on Award trophy
- Opportunity to present Award
- Advert in digital Awards programme
- Sponsor video screened at Awards
- Logo and sponsorship on feather flags on main route through campus



### Winter conference exhibitor package

- Space for a pop-up stand with table & 2 chairs
- 2 exhibitor places for full event, includes access to conference sessions, lunches & refreshments, conference dinner and 1 night's B&B accommodation single/en-suite
- Logo on conference marketing materials – website and weekly emails to CUBO members
- Conference delegate list (opted in) pre-event
- Logo and profile listing in digital conference programme

### Residence Life conference exhibitor package

- Space for a pop-up stand, table & 2 chairs
- 2 exhibitor places for full event, including access to conference sessions, lunches & refreshments, Reslife Star Awards Dinner
- 1 night's B&B accommodation, single en-suite
- Logo and profile in digital conference marketing - website, emails
- Logo and profile listing in digital conference programme





# Partnering with CUBO - At a Glance

Prices valid to 31 July 2023

BENEFITS:	Platinum - £14,200	Gold - £5550	Silver - £1600	Silver Small Business - £1025*
Logo + hyperlink in CUBO digital communications to members: 40+ per year	✓	✓	✓	✓
Logo and link on CUBO homepage; logo, link and listing on corporate partner webpage	✓	✓	✓	✓
Support through CUBO social media activity	✓	✓	✓	✓
Banner ad + hyperlink on CUBO members' e-newsletter	2	1	1	1
CUBO members' list: name, university, job title, email - once per year	✓	✓	✓	✓
Attend virtual round tables with CUBO members (1-2 per month)	✓	✓	✓	✓
Corporate partner logo	✓	✓	✓	✓
Bi-monthly partner news - CUBO, member and partner updates	✓	✓	✓	✓
Your details in the partner database shared with members	✓	✓	✓	✓
Preferred presenter for CUBO special groups	✓	✓	✓	✓
Member rate on CUBO training courses - learn alongside CUBO members - for all staff	✓	✓	✓	✓
Host CUBO virtual round table with digital/social media promotion	2	1	1	1
Case studies in CUBO members' online resource library	5	3	2	2
Relevant news published in CUBO website news	✓	✓	✓	✓
Summer Conference package	✓	✓	£4,000	On request



<b>BENEFITS:</b>	<b>Platinum - £14,200</b>	<b>Gold - £5550</b>	<b>Silver - £1600</b>	<b>Silver Small Business - £1025*</b>
Award Sponsorship package	✓	£4,000	£4,500	£4,500
Discount on selected summer conference sponsorship – see separate brochure	30%	20%	10%	10%
Winter Conference package	✓	£3,000	£3,250	On request
Residence Life Conference/Awards package	✓	£1,250	£1,500	On request
Prime position in all partner listings	✓			
Partner spotlight in CUBO member news once per year	✓			
Ad/banner in digital summer and winter conference programme	✓			
Present/sponsor a session at summer conference	✓			
Premium stand position at conferences	✓			
2 places at pre-conference networking dinner with CUBO Board (summer)	✓			
Pulse survey of CUBO members once per year (content subject to CUBO approval)	✓			

All prices exclude VAT.

\* 8 or fewer staff

Prices valid to 31 July 2023

# Let's talk



For more information about our partnerships or to discuss your ideas for partnering with CUBO, please contact:

**Sarah Clayton**

**Events & Engagement Manager**

**M: 07960 086562**

**E: [sarah.clayton@cubo.ac.uk](mailto:sarah.clayton@cubo.ac.uk)**





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