Sponsorship opportunities

Lifelong Learning Culture
A Partnership for Rethinking Education

Vienna, Austria, 5-6 July 2018
LLLP Annual Conference
LIFELONG LEARNING CULTURE

The Lifelong Learning Platform organises its Annual Conferences on transversal and strategic issues in lifelong learning. We invite speakers and participants from various sectors of education and training to discuss how a same problematic is tackled by universities, civil society organisations, companies, training centres and institutions, by involving learners, educators, managers and decision-makers.

Why a «Lifelong Learning Culture»?

The LLLP Annual Conference will dwell into the possibility that concrete and structured synergies between Education and Culture would bring to Lifelong Learning. These topics give additional inputs to bring the discussion even further, thus involving all the facets of the LLLP. Reaffirming the links between education and culture and thus revaluing this spectrum of transversal skills, for instance, opens up to the wider validation discussions, as it is also one of the issues on which the European Commission struggles the most in terms of tools. Participants will be able to tackle the long-lasting issue of validating competencies and skills acquired in all learning environments, where the new version of the Europass tool could also be the centre of the debates, with particular attention to non-formal and informal settings.

Why Vienna?

The Conference will take place at the crossroads between the Bulgarian and Austrian Presidencies of the Council of the EU. During its Presidency, Bulgaria’s main axis of reflection in the field of education and training will be on youth and creativity, while Austria is said to be focusing on skills. By holding the Conference in Vienna, a city known for its high quality of life, its grandiose history, and its education opportunities, the organisers will invite participants to building bridges between European Presidencies. What’s more, this topic also reflects the European Union Agenda, namely the launch of the new communication for “Strengthening European Identity through Education and Culture” as well as the new package for modernising education.

Why become a Sponsor?

The LLLP offers its sponsorship packages to companies, training centres, and organisations wishing to express their support to lifelong learning and education.

The conference will provide an ideal opportunity for you not only to show your brand to high-level decision-makers and practitioners, but also to be exposed to tens of thousands of viewers and readers across Europe and thus reach your target group.

We sincerely invite you to come to Vienna to explore and enjoy this true educational city, symbo of transversal skills and arts. We are looking forward to welcoming you at our Conference!

Yours sincerely,

The LLLPAC18 Sponsorship Co-chairs:

David Lopez, LLLP President and Representative of SOLIDAR
Gina Ebner, LLLP Secretary General, EAEA
Brikena Xhomaqi, LLLP Director
SPONSORSHIP LEVELS AND BENEFITS

The easiest way to contribute would be through a flat amount of money to the Lifelong Learning Platform as organiser of the event. The money given will be used exclusively for the conference and strictly in the framework of the agreement.

**Gold: 4 000 EUR**

There will be a limited number of this category of sponsorship, which would entail the following:

- 6 full registrations (these include European Year of Cultural Heritage reception, coffee-breaks, conference bag and access to technical program)
- 1 exhibit space (5 sqm)
- Official acknowledgment at Conference Opening and Closing
- Display of the organisation’s name and logo in:
  - Promotional materials, as schedule permits
  - LLLPlatform AC18 website and proceedings
  - LLLPlatform AC18 registration area
  - Signs at appropriate conference events

**Silver: 2 000 EUR**

There will be a limited number of this category of sponsorship, which would entail the following:

- 4 full registrations (these include European Year of Cultural Heritage reception, coffee-breaks, conference bag and access to technical program)
- 1 exhibit space (3 sqm)
- Official acknowledgment at Conference Opening and Closing
- Display of the organisation’s name and logo in:
  - Promotional materials, as schedule permits
  - LLLPlatform AC18 website and proceedings
  - LLLPlatform AC18 registration area
  - Signs at appropriate conference events

**Bronze: 1 000 EUR**

There will be a limited number of this category of sponsorship, which would entail the following:

- 2 full registrations (these include European Year of Cultural Heritage reception, coffee-breaks, conference bag and access to technical program)
- 1 exhibit poster
- Display of the organisation’s name and logo in:
  - Promotional materials, as schedule permits
  - LLLPlatform AC18 website and proceedings
  - LLLPlatform AC18 registration area
  - Signs at appropriate conference events
**SPECIFIC IN-KIND OPPORTUNITIES**

Some donors may prefer to contribute towards a specific need of the conference. We exemplify the type of targeted support that some sponsor might prefer to give. However, we are open to any other form of support a sponsor would be willing to give.

In the examples below, the total cost of the item is listed for reference, but remains flexible. Sponsors may choose to give that total amount or to fund a fraction of it. Entitlements and recognition for targeted contributions would correspond to those mentioned for untargeted support, although the acknowledgement of some types of contributions would involve additional display of the name or logo of the sponsor depending on the target (e.g. in the Walk, Conference bag, program handout, etc.).

**Communication**

*Total budget: 500 EUR*

Additional acknowledgement:
- Special mention, Name & Logo in the conference program (digital) handout
- Flyer in the programme handout

**European Year of Cultural Heritage Reception**

*Total budget: 2 000 EUR*

Additional acknowledgement:
- Name & Logo at a prominent place in the Conference Venue
- Special mention, Name & Logo in the conference program (digital) handout

**Conference Catering**

*Total budget: 2 000 EUR*  *(1 lunch; 3 coffee breaks)*  *(Minimum fraction package of support: 500 EUR)*

Additional acknowledgement:
- Name & Logo at a prominent place in the coffee break tables
- Special mention, Name & Logo in the conference program (digital) handout

**Keynotes and Invited Speakers**

*Total Budget: 3 000 EUR*  *(Minimum fraction package of support: 600 EUR)*

Additional acknowledgement:
- Name & Logo at a prominent place in exhibition area and other Conference halls
- Special mention in the introduction of the conference and talks
- Special mention, Name & Logo in the conference program (digital) handout

The LLLP welcomes enquiries and offers from potential sponsors, in order to explore tailor-made possibilities of sponsorship. Please do not hesitate to get in contact with the LLLP if none of the proposed schemes reflects your capacity.
Please note that the LLLPlatform will consider each application individually before approval in order to evaluate compliance with the Platform’s values and ethics, and reserves itself the right to dismiss those that do not comply with its values and ethics.

For further questions, please contact the LLLPlatform Secretariat at ac18@lllplatform.eu

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The Lifelong Learning Platform is an umbrella that gathers 41 European organisations active in the field of education, training and youth, coming from all over Europe and beyond. Currently these networks represent more than 50,000 educational institutions and associations covering all sectors of formal, non-formal and informal learning. Their members reach out to several millions of beneficiaries.

The Platform aims to voice citizen’s concerns about lifelong learning. The idea is that no one should be left out and that bridges are built across sectors to increase access to quality education for all. The Platform promotes a holistic vision of lifelong learning, “from cradle to grave”. Today the pattern school-work-retirement is no longer the norm, so it is important to make sure we help people in their life transitions. Learning is not limited to formal education: it also integrates non-formal and informal learning.

This vision is meant to ensure equity and social cohesion as well as active citizenship. The Lifelong Learning Platform believes that the objectives of education and training should not only be described in terms of employability or economic growth but also as a framework for personal development.

By bringing together actors from all sectors of education and training, the Lifelong Learning Platform creates a space to exchange innovative practices, Europe-wide. By doing so, it contributes to an increased flexibility between systems, and proposes concrete solutions to make lifelong learning a reality for all.

The Platform also strives to set up a strengthened dialogue between civil society organisations and public authorities in order to modernise our educational systems as well as to support public sector innovation.

Building the future of education!