

## **LARIA Commercial Opportunities**

### **Our aims**

LARIA promotes continuous improvements in the quality and impact of local research and intelligence. We believe that local research and intelligence has the power to create prosperous and sustainable places. We work in the public interest to promote high standards and to deliver excellence in research, analysis and insight to ensure maximum impact in the delivery of high-quality public service.

### **Our objectives**

- To encourage communication between those involved in research and Intelligence in local government and other local public services and to aid the sharing of technical knowledge and research methods.
- To promote a wider understanding in local government and other local public services of the research and intelligence function and its application and to foster its further development.
- To improve research and intelligence practice in local government and other local public services.
- To provide a research, intelligence, and information management viewpoint to national and international fora.
- To represent the interests of research and intelligence practitioners with the local authority organisations, other local public services, government departments and other research agencies on issues of mutual concern and interest.
- To promote activities which further the aims and enlarge the membership of LARIA including without limitation conferences, seminars and events, publications, the LARIA website, social media, and all forms of publicity either independently or in conjunction with others, and in particular the circulation of a regular news sheet reporting on and promoting the activities of LARIA to members, potential members and all interested persons and organisations.
- To undertake or commission research and set up working groups to investigate areas of interest.
- To promote information and knowledge sharing among local research and intelligence professionals through the website, social media, events and LARIA newsletters.
- To encourage the continual professional development of members, which may include the LARIA Council agreeing a set of criteria to issue postnominal letters.
- Any such other activities as are from time to time deemed to be appropriate to further the purposes of LARIA.

LARIA promotes the role and practice of research in the public sector and provides a support network for those conducting or commissioning research, analysis, and intelligence.

### ***LARIA - Supporting Local Researchers in the Public Sector***

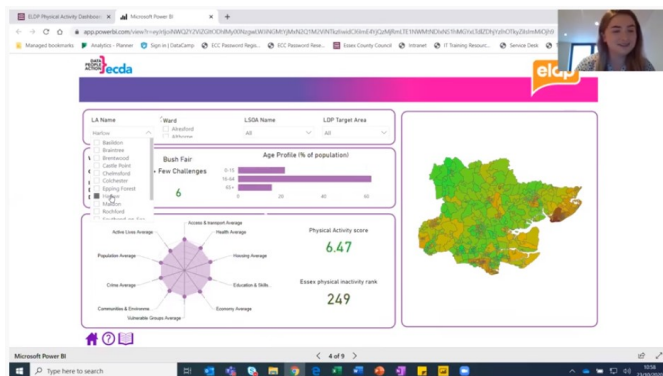
- By keeping researchers in touch and involved
- By providing a support network
- By delivering professional development

### ***Benefits of being a LARIA commercial partner***

- Access to other LARIA members, working in research and intelligence related environments across the public sector
- Opportunities to promote your services to our members and raising your profile
- Opportunities to engage with LARIA members, sharing good practice and ideas
- Networking opportunities with both public and private sector colleagues
- Discount on attending all LARIA events

### ***LARIA's membership base includes***

- Over 1,600 LARIA members (including multiple members in some organisations)
- More than 60% of all councils with at least one LARIA member
- Private, voluntary, academic and government sectors



### The challenges of today are not new

#### What people want from space

- Love local, cohesive, equal communities
- Affordable resources / value for money
- Authenticity, space that reflects community
- Evolving & interesting
- Engaging for all visitors and all ages
- An evolution in sustainability
- Hyper-convenient

#### What they experienced

- Clone spaces and shops
- Shabby public realm and shops
- Car dominated towns
- Digital/Physical barriers (age)
- Lack of diversity in offer
- Inflexible access to services
- Little evolution or change

DO AMAZING THINGS WITH DATA

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@laria

## LARIA Partnership Programme

This is our flagship package. LARIA will work with you on joint initiatives and marketing opportunities to develop your business to reach LARIA members. You will also be able to use the LARIA brand and your partnership status in your own marketing.

The LARIA partnership programme enables a small number of organisations to work with LARIA to help develop activities of interest and use to our members. Each partner will be working with LARIA on a project or activity that has a clearly stated distinct objective, theme, and a series of outputs. The partnership programme helps us expand the existing sponsorship support for events into a more substantial series of activities throughout the year.

The nature of each partnership will be different. In most cases we develop a programme of work around a theme, which will help provide original content for our events, website, emails and publications. We undertake no more than six partnerships at any one time.

LARIA recognises that one of the benefits of the partnership programme for our partners is to raise the profile of their work to our members. However, LARIA will maintain independence and will not endorse any particular products, approaches or companies.

If you are interested in becoming a LARIA partner, please apply to [admin@laria.org.uk](mailto:admin@laria.org.uk). Any partnership agreement is subject to approval by LARIA Council.

**Prices on request and vary dependent on the bespoke agreement of each partnership programme**



## **LARIA Sponsorship Opportunities**

### **LARIA Research Impact Awards sponsorship packages**

The opportunity to promote your organisation at the annual conference awards gala dinner, by sponsoring the awards drinks reception or one of LARIA's awards.

- Sponsor an award for one year for £500. The package includes three tickets to the awards drink's reception and dinner, your logo on the award and menu card, listing on the LARIA conference website with company logo and overview, an opportunity to network with delegates throughout the evening and the award presentation to winner.
- Sponsor the awards drink reception for £350. The package includes two tickets to the awards drink's reception and dinner, your logo on menu card, a public thank you at the dinner and the opportunity to network with delegates throughout the evening.



### **LARIA webinars sponsorship**

LARIA's webinar series provide delegates with the ideas, tools, and techniques to help inform and influence decision-makers and deliver improved outcomes based on robust data, evidence and research. LARIA is pleased to offer you the chance to be a part of our webinar series, with a webinar event sponsorship package.

- Logo and organisation overview on the webinar page of the LARIA website, including link back to your website.
- Logo and 50-word overview on the Eventbrite registration page.
- Logo included on any correspondence in relation to chosen sponsored webinar.
- Opportunity to speak for 10 minutes to include any questions and using the Poll function on Zoom – the content must be relevant to the webinar topic.
- Logo included on the welcome slide when attendees access the meeting.
- Allow people to pre-book 1-2-1 meetings before or after the webinar Zoom session.
- One PDF insert to be included in the final confirmation email sent to delegates.

**Available at all webinars for £450**

## **Supporting LARIA one-day and two-day conferences**

### **Gold event sponsor package**

- Two delegate tickets to the event (to include refreshments and attendance only – this does not include any accommodation costs and *any additional delegates will be charged for*)
- 3m x 1m tabletop exhibition stand in the venue refreshment area to display corporate literature
- An opportunity to insert up to a four-page A4 flyer into the delegate packs
- Key partner logo on the booking form and LARIA website promoting the event and pre-event literature
- A public ‘thank you’ at the event
- The event listed on the LARIA website including your logo and link back to your website

**Available at annual two-day conferences for £1,250 and one-day conferences for £750**

### **Silver event exhibition package**

By taking an exhibition stand you will be given the opportunity to network with delegates during arrival, mid-morning, and afternoon refreshment breaks along with lunch which will take place in the restaurant area, (not in the exhibition space).

- Two delegate tickets to the event (to include refreshments and attendance only - this does not include accommodation costs, and any additional delegates will be charged for).
- 2m x 1m exhibition stand in the refreshment area to display corporate literature
- The opportunity to include an A4 sized insert within the delegate packs
- The delegate list sent after the event electronically to include emails only

**Available at annual two-day conferences for £850 and one-day conferences for £495**

### **Bronze delegate pack insert**

Advertise publicity material in the delegate bags (each guest will receive one)

- Insert within the event delegate packs starting from £150 per insert (based on a document which is up to four double-sided sheets of A4 in length). Larger inserts may be at a higher cost (POA).
- Alternatively provide delegate bags free of charge in return for putting an insert within the delegate pack and promoting your organisation on all delegate bags with the LARIA logo

**Available at all conferences from £150**

## **LARIA Advertising Opportunities**

### **LARIA e-News**

Advert to be included in monthly newsletter to be sent out to corporate members and full members – £350 per advert.

### **LARIA Website ([www.laria.org.uk](http://www.laria.org.uk))**

**Home page Advert** – £500 for four weeks

**Advertising your event** for commercial companies – £150 for a four-week period and then £100 for each two-week period thereafter (*for not-for-profit companies LARIA will advertise your event in return for advertising LARIA Events on your organisations website*).

**Invitation to tender advertisement** – £250 for a four-week period and then £100 for each two-week period thereafter

**An advert on the job vacancy page** – £130 for a four-week period and then £100 for each two-week period thereafter. LARIA Corporate Members can advertise job adverts free of charge.

The LARIA vacancy page is fast becoming *the* place researchers look to, to advance and progress their career.

### **Direct communication with LARIA members**

E-mail notification to all LARIA members £500 per mail out with links back to your website.

We are happy to work with you to develop a sponsorship and advertising package that meets your needs. **For further information please contact LARIA's administration team at [admin@laria.org.uk](mailto:admin@laria.org.uk).**