



Skills and Development Sponsorship Package



About ALPSP

ALPSP is the international trade association which supports and represents not-for-profit organizations that publish scholarly and professional content, and those that work with them. Membership of ALPSP is for the whole organization so all employees can take advantage of the benefits.

Our mission

To be relevant, resonant and accessible for everyone involved in the publishing and communication of scholarly research and information. To provide best practice, training and representation through a vibrant network, to help individuals and organizations thrive.

Why sponsor?

As the ALPSP Skills and Development Sponsor, you'll be recognised for driving knowledge sharing and education through our virtual training programme, as well as supporting our Early Career Professionals, all by sponsoring our most popular member services.

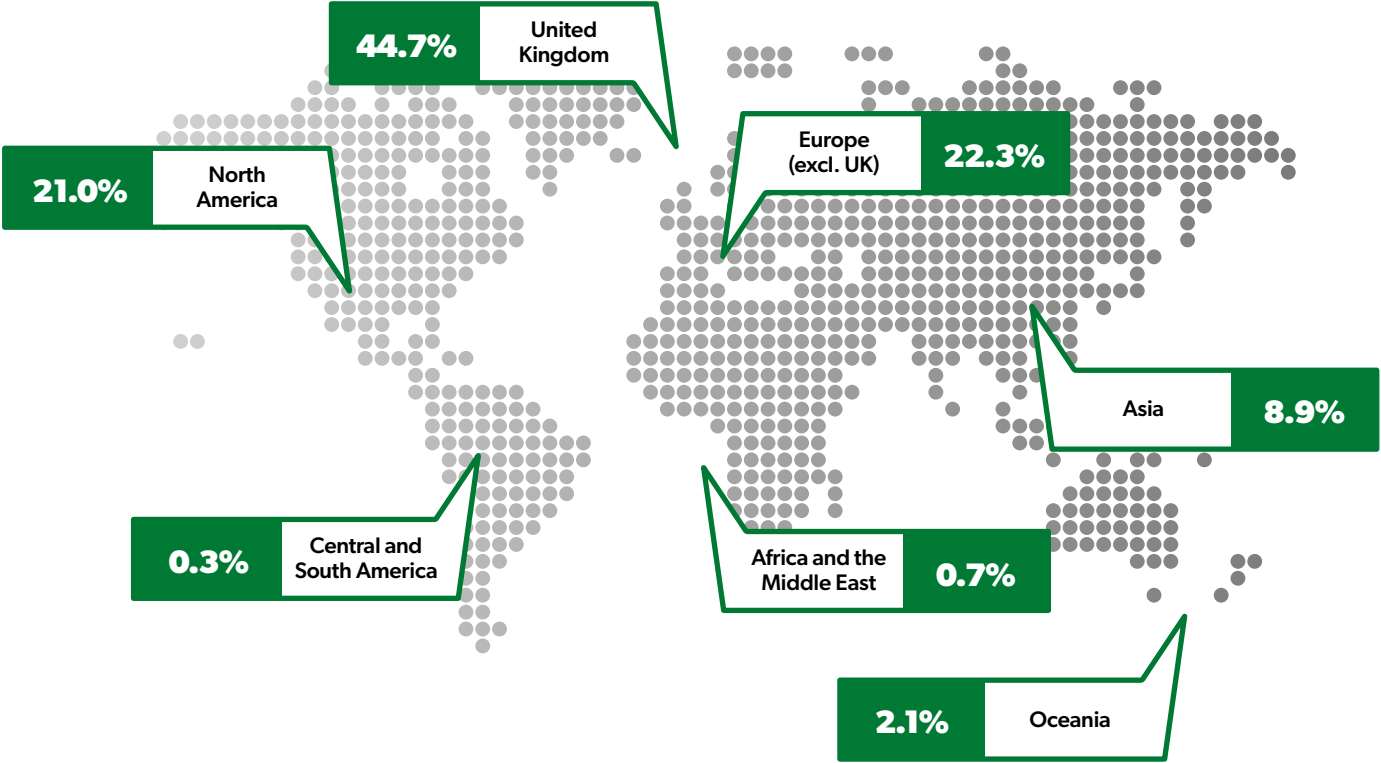


- Communicate**
With key decision makers. Publishers, content providers, librarians, consultants
- Engage**
In open discussions on the challenges and opportunities facing the ALPSP community
- Share**
Information and knowledge with peers and the publishing community
- Support**
Early careers and LMIC organizations
- Promote**
Your brand/products
- Expand**
Your network at in-person events

Membership Reach

ALPSP has over 320 member organizations across 35 countries. Becoming an ALPSP sponsor will give you the opportunity to promote your organization to a wide range of people from the scholarly publishing industry. You will also be helping ALPSP and its work representing, strengthening, and supporting international academic and scholarly publishing and those who work within it.

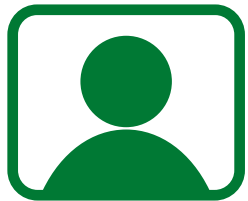
Worldwide Reach



- 16% Commercial Publisher
- 5% Library/University
- 53% Not-for-profit Society publisher
- 4% Professional Services
- 21% Services to publishers

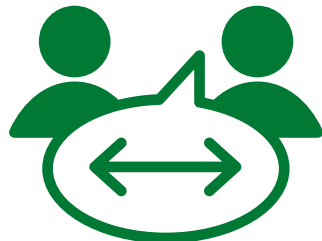
Our Community

Gain access to our active and engaged international community of scholarly publishing industry professionals and those that work with them.



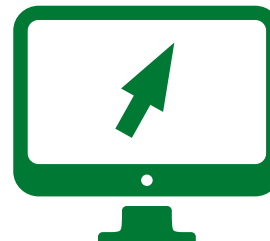
45,000

Members



3,520

Member contacts



56,000

Website visitors
(per year)



ALPSP is my go-to resource for academic publishing: excellent training, webinars, events and mentorship scheme!

Elsa Carron, *Frontiers*



Thank you so much. It was a fab course and interesting to engage with the wider academic publishing community.

Eilidh Reid, *Oxford University Press*
(*Introduction to Journals Publishing attendee*)



740

Facebook followers



4,750

LinkedIn followers



3,750

Email subscribers

Sponsorship Package

As the ALPSP Skills and Development Sponsor, you'll be recognised for driving knowledge sharing and education through our virtual training programme, as well as supporting our Early Career Professionals, all by sponsoring our most popular member services.

You'll get brand recognition as the sponsor of:

- **The ALPSP Jobs board.** The jobs webpage receives around 11,600 visits per year.
 - Logo on ALPSP webpage and all email communications
- **Our virtual training programme.** Our virtual training webpage receives 11,280 visitors a year.
 - Named sponsor for the ALPSP Training Course programme
 - One free registration on a training course of choice
 - Logo on training homepage
 - Recognition in pre-event marketing (incl marketing emails and social media)
- **Our Mentorship scheme.** Our Mentorship webpage receives 3,365 visitors a year and there are 220 participants in the programme.
 - Logo on webpage and all communications
- **Our careers hub educational videos.** Our videos receive approx. 275 views.
 - Logo on webpage and all communications
- **One webinar of your choice.** There are an average 930 registrants per year to our webinar programme with 500 attendees. 55-65% of registrants join live per webinar.
 - Named sponsor for one Member webinar of choice
 - One registration
 - Logo on slides
 - Recognition in pre-event marketing (incl marketing emails and social media)

Plus, an exclusive branded graphic that you can use on your website, email, social media etc. showcasing you as the ALPSP Skills and Development Sponsor.

Annual package cost: £11,000 (excl VAT)*

Terms and Conditions

Please note that sponsorship terms and conditions apply to any contract between us for the sponsorship of the package. These may be viewed via the [ALPSP website](#).

Payment

All sponsorship package prices are subject to VAT where applicable. ALPSP will issue an invoice and require this to be settled 30 days after the invoice date by electronic transfer via BACS or credit/debit card (a link will be provided for card payments).

For any questions relating to invoicing, please contact Ruth Leighton: ruth.leighton@alpsp.org

All enquiries:

Susie Brown,
Conference and Events Manager



e: susie.brown@alpsp.org

w: www.alpsp.org