Sporting partnerships
… measuring the impact

- multi-million TV and associated viewings for relatively small sponsorship monies
- 5,000 schoolchildren in RFL Schools Cup
- beneficial ‘halo’ across all subject areas
  - increase in popularity of open days
  - increase in enrolments
  - increase in student retention

Extending the brand through educational partnerships (1)

Extending the brand through educational partnerships (2)

Leeds Met partnerships with Colleges

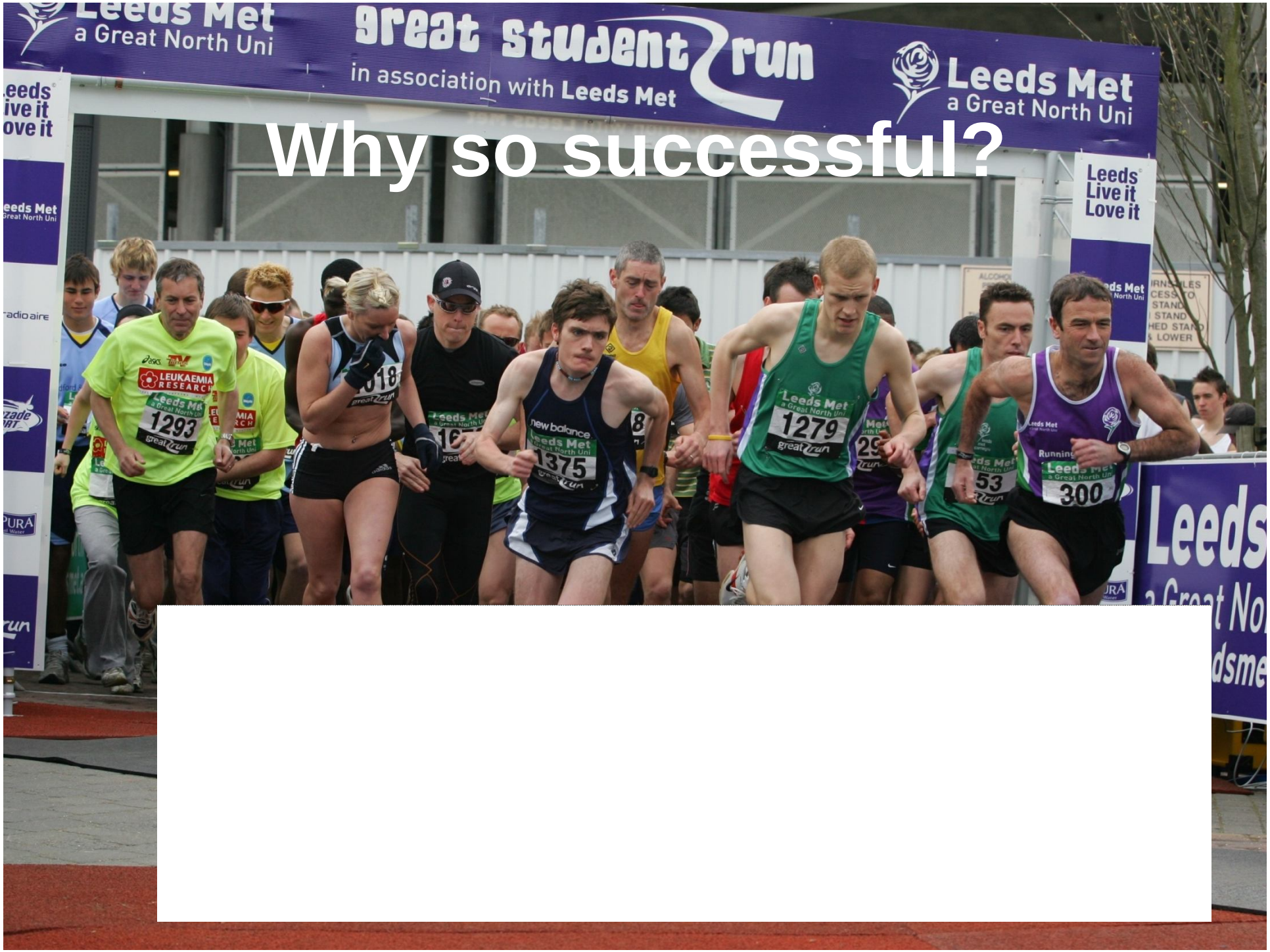
The **Regional University Network**

- a partnership of equals
- ethically and morally driven
- low cost to entry
- valuing of partners
- students at the centre

Regional University Netwo
- measuring the impact

Measuring the impact of valuing partners and providing an excellent service

Why so successful?



Value of the Corporate Brand