

Centre for  
Cross Border Studies

# Sponsorship Brochure



# Foreword from Dr Helen Johnston

Chairperson of the Centre for Cross Border Studies



The Centre for Cross Border Studies (CCBS) is an independent charitable institution that fosters and promotes cooperation on a North-South and East-West basis as part of the ongoing peace and reconciliation process on the island of Ireland.

Since its foundation in 1999 the Centre for Cross Border Studies has sought to promote the prosperity and well-being of all those living in Northern Ireland and the Republic of Ireland, as well as to increase mutual understanding between those on the island of Ireland and citizens in Great Britain and the European Union.

The Centre for Cross Border Studies has witnessed significant shifts in political, economic, and social fortunes on the island of Ireland, the UK, and Europe, but has remained faithful to its core mission of promoting and supporting peace and reconciliation. CCBS is steadfast in its commitment to the Belfast/Good Friday Agreement in all its parts.

# Introduction from Dr Anthony Soares

Director of the Centre for Cross Border Studies



With a longstanding track record in the provision of high level, quality research and analysis, alongside the development and implementation of practical cross-border projects, CCBS is recognised as an essential resource for policy-makers, decision-makers and cross-border organisations.

The scope of our research, projects, publications and events is wide ranging, covering all areas in which practical cross-border cooperation does, or could, occur including for example; cross-border employment, healthcare, education, training, transport and the economy. Our focus always reflects on the diverse needs, successes and challenges of organisations, businesses and communities in this region.

The Centre welcomes debate on crucial issues, as part of the process of influencing change. By being one of our sponsors you can be part of a conversation that is becoming more complex as a result of Brexit and the Covid-19 pandemic. It is more important than ever that we engage with longstanding, and emerging, issues and work towards finding practical solutions.

# About CCBS



**Julian Smith CBE PC**

Former Northern Ireland Secretary of State 2019/20

“It’s testament to the Centre for Cross Border Studies’ reputation as a valued and independent source of research, information and support for cooperation within and across these islands and beyond that it is able to be a platform for constructive dialogue involving the most senior decision and policy-makers from a range of sectors on the island of Ireland, Great Britain, and elsewhere. I applaud the Centre’s dedication to the safeguarding and strengthening of cooperation and relations across borders as part of the ongoing and precious peace and reconciliation process.”



**Professor Mary C. Murphy**

Lecturer in Politics, University College Cork

“The Centre for Cross Border Studies has never been as important or as necessary as it has been in recent years. In this era of Brexit, it is a vital repository of knowledge and data, sharp analysis and insight. The Centre is also a builder of networks and a platform for cross-border and cross-community cooperation and dialogue. All of this work has been instrumental in helping to highlight the particular needs, and potential of the border region.”

# Event speakers

Speakers at the CCBS events come from a variety of sectors and backgrounds and have included:

- **Sir David Sterling**, Former Head of the Northern Ireland Civil Service.
- **Mark Sedwill**, Former Cabinet Secretary and Head of the UK Civil Service.
- **Martin Fraser**, Former Secretary General to the Government and Department of the Taoiseach, and incoming Irish Ambassador to the UK.
- **Dominic Grieve**, Former Attorney General for England and Wales.
- **Tony Connelly**, RTÉ Europe Editor.
- **Charlie Flanagan TD**, Former Minister for Foreign Affairs and Trade, and Minister for Justice and Equality.
- **Professor Deirdre Heenan**, Former Provost and Dean of Academic Development, Ulster University.
- **Professor Cathy Gormley-Heenan**, Deputy Vice-Chancellor, Ulster University.
- **Linda Irvine MBE**, Manager, Turas.
- **Kate Clifford**, Director, Rural Community Network.
- **Tara Farrell**, Director, Longford's Women's Link.
- **Claire Sugden MLA**, Former Minister for Justice for Northern Ireland.
- **Dr Nicola Brady**, General Secretary, Irish Council of Churches.



**Aodhán Connolly**  
Northern Ireland Retail Consortium Director

"I am delighted to commend the work of the Centre for Cross Border Studies. It encourages informed discourse and allows space for differing opinions.

Its work resonates within the business, societal, political and cultural arenas and beyond. Their events provide an opportunity for those across these islands to have their voices heard should they be mainstream or marginalised, and regardless of colour, creed, gender or ability. They provide welcome insight and clarity to a complex area of study and debate."



**Katy Hayward**  
Professor of Political Sociology at Queen's University Belfast

"The Centre for Cross Border Studies was founded in 1999, under the visionary leadership of Andy Pollak, to respond to the new post-Agreement conditions for good relations and cooperation across the Irish border. Since that point, it has made an invaluable contribution to knowledge, understanding and awareness in both parts of the island of Ireland and further afield. CCBS is absolutely unique in what it does and, two decades on, the need for its work is greater than ever."

# Opportunities



The Centre for Cross Border Studies offers a range of sponsorship opportunities for organisations to collaborate with CCBS. These include:

- Your branding will be attached to CCBS work throughout the year. This will include:
  - CCBS events including the CCBS Annual Conference, Policy Seminars and Publication Launches.
  - Written material for such as programmes, promotional leaflets, briefings, and published journals.
  - Virtual backdrops and interval videos during online events.
  - Relevant sections of the new CCBS website.
- Sponsors will be given the opportunity to speak at relevant CCBS events, which attract wide ranging high-profile audiences consisting of Trade Body Chief Executives, Public Policy Directors/Managers, NGO/Charity Chief Executives, Leaders in Professional Services, Public Affairs Directors/Managers, Senior Civil Servants and many more.
- Partnering with CCBS will also give you exclusive content. The Centre engages with the public and external organisations through its website and social media channels. Content that can be delivered to partners include:
  - The chance to explain and promote the work of your organisation on CCBS platforms through guest articles and interviews.
  - Prior sight of new research and briefings before official publication.
- An opportunity exists for an organisation to sponsor a session of CCBS annual conference or a policy seminar on a topic that is subject to the approval of the Centre.

## Who should be interested?

Sponsoring the Centre for Cross Border Studies will provide a unique opportunity to the following individuals:

- Trade Bodies.
- NGO/Charity Organisations.
- Public Affairs Directors/Managers.
- Public Policy Institutes.
- Professional Services.
- Government Departments.

# Sponsorship opportunities

## Annual Conference Headline sponsor

**One Available - £3000**

The Centre for Cross Border Studies annual conference normally consists of two sessions in the morning and afternoon with a keynote and panel for each session. This can be expanded to three keynotes/panels when needed.

- Exclusive use of the Status “Headline Sponsor” of the Centre for Cross Border Studies Annual Conference.
- Thank you and mention by CCBS Director during Conference opening.
- Logo on all marketing, communications, and print.
- Branding and one page advert in the CCBS Conference Programme.
- Branding and mentions on CCBS social media in the run up, day of and follow-up of the conference.
- Branding on digital backdrops throughout livestream of the conference.
- Recording of Conference, with branding, available to view on CCBS media platforms.



## Annual Conference Panel sponsor **Two/Three Available - £1000**

The Centre for Cross Border Studies annual conference normally consists of two sessions in the morning and afternoon with a keynote and panel for each session. This can be expanded to three keynotes/panels when needed.

- Branding on relevant section of Conference programme.
- Branding displayed on relevant section of Conference webpage.
- Branding and mentions on CCBS social media in the run up, day of and follow-up of the Conference.
- Branding displayed during livestream of panel discussion.
- Promotional video displayed before and after relevant session of the Conference.
- Recording of panel discussion, with branding, available to view on CCBS media platforms.



## CCBS Journal Sponsor **Eight Available - £500**

The ‘Journal of Cross Border Studies in Ireland’ comprises of a range of high-quality articles from well-known contributors from the academic and policy world. The launch of the Journal coincides with the CCBS Annual Conference as the theses addressed are relevant to those of the conference and to the audience, which usually normally consists of Trade Bodies and Public Policy Officials, NGO and Charity Organisations, Leaders in Professional Services, Public Affairs representatives, Senior Civil Servants, Cross Border Employers and Employees.

- One page advert in print and digital versions of the ‘Journal of Cross Border Studies in Ireland’.
- Branding displayed during livestream of Journal launch.
- Branding and mentions on CCBS social media before, during and after the Journal launch.
- Branding and external links displayed on Journal section of the CCBS website.
- Promotional video displayed during the launch of the Journal.
- Recording of Journal launch, with branding, available to view on CCBS media platforms.

## Policy Seminars **Four Available - £1500**

Topics vary but normally each seminar has at least 3 guest speakers.

- Opportunity to suggest relevant topic/speakers to be the focus of the seminar.
- Thank you and mention by CCBS Director in opening remarks.
- Branding displayed in seminar programme and blurb.
- Branding displayed during event.
- Branding and mentions in lead up, during and follow up of event.
- Branding and promotion video on relevant sections of CCBS website.
- Promotional video displayed during event.

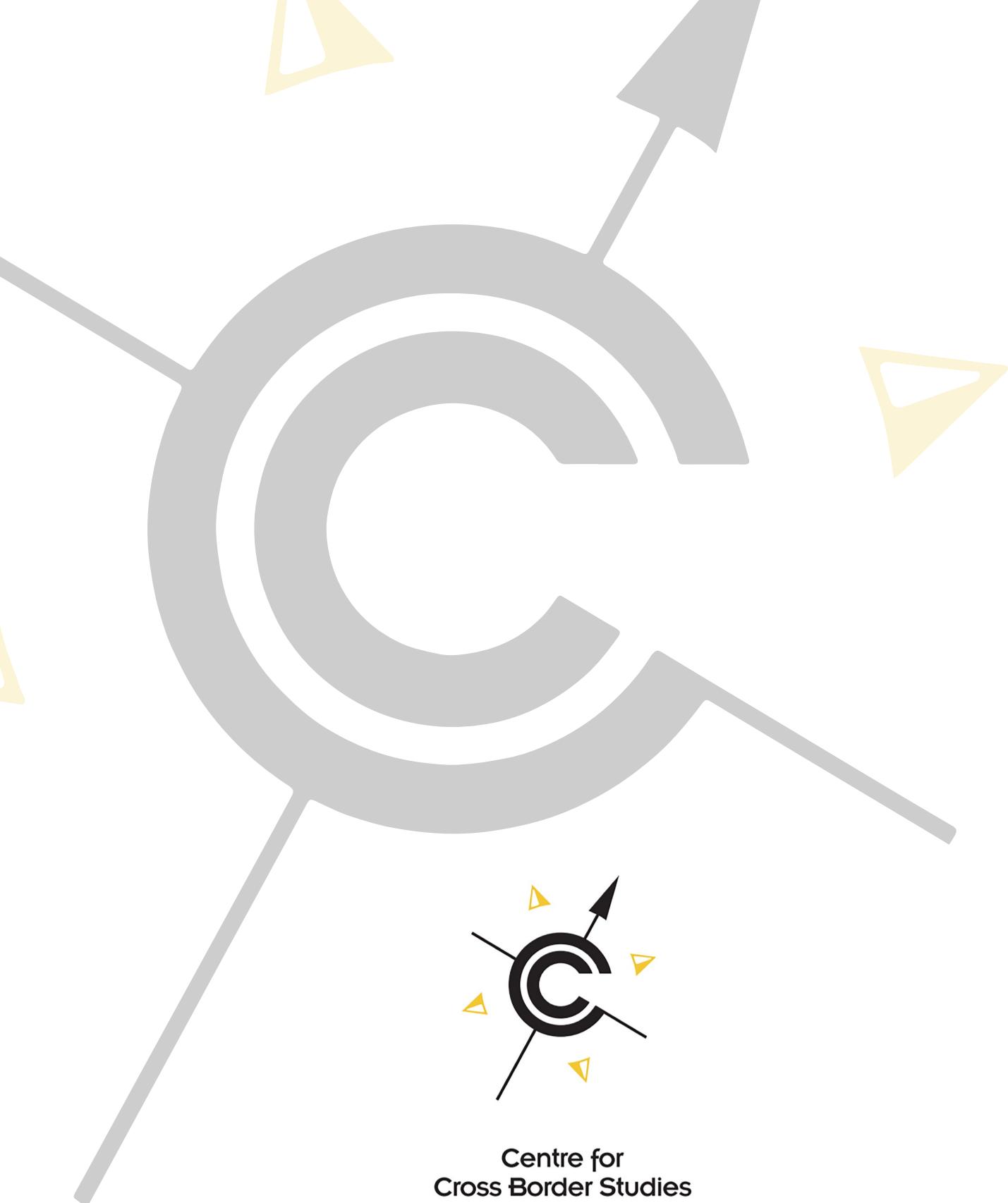


## Quarterly Survey Report Launch Sponsor

**Four Available - £1500**

Results of the Centre’s Quarterly Survey on the Conditions for North-South and East-West Cooperation which are gathered and published every three months.

- One page advert in the Research Publication.
- Branding displayed in seminar programme and blurb.
- Branding displayed during event.
- Branding and mentions in lead up, during and follow up of event.
- Branding and promotion video on relevant sections of CCBS website.
- Promotional video displayed during event.



## **Centre for Cross Border Studies**

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