

## Leiden International Centre 2023 Partnership Programme

Leiden International Centre (formerly Expat Centre Leiden) is a business unit of Leiden&Partners. We work with businesses in the Leiden region exclusively through our Partnership Programme.

Leiden International Centre is a non-profit organisation which offers services for each phase of expat life: coming to, settling in, living in and leaving. Our services contribute to simplifying and improving life for internationals in the region. We also offer support for businesses who employ internationals.

By joining our Partnership Programme, your business will be connected with the growing international community in the Leiden area. LIC will refer to you as a “Partner” in virtue of the close relationship established. Shared benefits and support for each other is at the core of our collaboration.

### Advantages of joining the Partnership Programme

Leiden International Centre is the first point of contact for many internationals moving to Leiden, and we support them on every step of their journey. This includes information on our website, informative and social events, newsletters, social media and assistance from our helpdesk. Businesses also get in touch with us to discuss how they can support their international employees and hire new talent.

Whilst LIC provides a comprehensive range of services, we are also reliant on the expertise and of our trusted partners. This is why we consistently refer internationals to our list of partners when they enquire about finding housing, learning Dutch, and other such specialised services.

We work as a “bridge” between you and the expats; we make sure that the international community in the Leiden region will know your name, your work and your area of expertise. We have a wide spectrum of communication channels which are used to promote our partners:

- LIC website
- Social media (Facebook, Twitter, LinkedIn)
- Monthly Newsletter
- Corporate Newsletter
- Corporate Flyer
- Informative events (by LIC and partners)
- Welcome bags, including the Newcomer Guide Booklet
- Flyer distribution at our helpdesk
- Referral to your company by our helpdesk
- Referral to your company in consultations with businesses
- Welcome to NL website and app
- Represented at events for internationals and companies e.g. I Am Expat Fair

## Terms and conditions for the Partnership

In order to become a successful partner, the LIC requires the following basic terms:

- Company/organisation based in the Netherlands (preferably in the Leiden region)
- Provide information and services in English
- Have at least one year experience working with internationals
- Have a standard complaints procedure
- Meet the requirements of the General Data Protection Regulation (GDPR)
- Be a member of a relevant trade association, where applicable

*Leiden International Centre reserves the right to reject applications for participation in the Partnership Programme which do not meet our required standards.*

## Partner Packages

A	For companies <5 employees	€ 500, - *
A	For companies ≥ 5 employees	€ 900, - *
B		€ 1800, - *
C		€ 2700, - *
	Non-profit & Media Partner	Barter contract

\* *The above amounts do not include VAT.*

- Ongoing partnership: Partnerships are ongoing and will be **renewed automatically**. If you wish to change your package, or if you would like to discontinue our partnership, please let us know by emailing [jenny@leideninternationalcentre.nl](mailto:jenny@leideninternationalcentre.nl) before 1st November.
- Loyalty programme: For each full calendar year of partnership, you will benefit from a 5% discount, up to a maximum of 15% on your annual fee.
- Invoices for continuing partners will be sent in January of 2023
- Partner Packages apply to a calendar year, running from January up to and including December. The Newcomer Guide will be updated annually.
- Partners can join the programme at any time during the year. A proportional fee will be charged, based on the starting date of our partnership.
- Partners are responsible for providing us with suitable content for our website, newsletters and social media. Content should be informative and interesting, not purely promotional. We do not post adverts.
- In order to be impartial, we will open our partnership programme to at least two partners per each category.

	<b>A</b>	<b>B</b>	<b>C</b>
Recommendation of Partner's services to internationals and companies by helpdesk and LIC team. Priority will be given first to C, then B, then A partners	X	X	X
Dedicated partner page on LIC website including link to your website, photo/logo, description of your services and contact information	X	X	X
Mentioned in Newcomer Guide book which is presented to internationals during the registration process (published every January)	X	X	X
Permission to promote your business as "official partner of LIC" and use LIC logo	X	X	X
Use of the LIC photo database, FileFlow	X	X	X
Company logo on our Corporate Flyer	X	X	X
Invitation to biannual LeidschePlein (Leiden&Partners partner event)	X	X	X
Invitation to biannual LIC partner meetings	X	X	X
Can submit events for the online event page	1X	2X	3X
Social media post on LIC Facebook, LinkedIn & Twitter *	1X	2X	3X
Item in the monthly Newsletter *	1X	2X	3X
Item in the Corporate Newsletter (published 3 x per year) *	1X	2X	3X
Gadget/voucher in Welcome Bag (pen, keychain, etc.)	-	X	X
Opportunity to present your company to our helpdesk employee (to encourage referrals)	-	X	X
Flyer in the LIC flyer rack in the Stadskantoor LEVEL building	-	X	X
Submit flyers for distribution at LIC events eg. Meet & Mingles, expat fairs	-	X	X
Company logo on pop-up flyer for helpful contact numbers & websites	-	-	X
Full page advert in the Newcomer Guide book	-	-	X
Your logo in the partner carousel on our website's homepage	-	-	X
Your logo on banner displayed at all LIC events "This event is brought to you by..." (printed in January)	-	-	X

\*Content for newsletters and social media cannot be an advertisement. We will only post editorial and informative posts.

### Joining the Partnership Programme

If you are interested in one of our Partner Packages or require additional information, please send an email to: [jenny@leideninternationalcentre.nl](mailto:jenny@leideninternationalcentre.nl) and we will contact you as soon as possible.