

Leiden International Centre 2025 Partnership Programme

Leiden International Centre 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. We 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, social and informative events, newsletters, social media and assistance from our helpdesk. Businesses and HR 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 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.

Promotion to target group Internationals:

- LIC website
- Facebook and Instagram pages
- Newsletter x 10 per year
- Events – informative and social
- Welcome bags at BSN appointments
- Newcomer Guidebook and PDF
- Partners' flyers at our helpdesk
- Referring internationals to your company at our helpdesk
- Featured on the Welcome to NL website and relocation app
- Representation at events for internationals e.g. I Am Expat Fair

Promotion to target group Employers:

- LIC website
- LinkedIn page
- Corporate Newsletter x 4 per year
- Events for HR
- Flyer for employers
- Referring employers to your company in our consultations with businesses/HR

Terms and conditions

To become a successful partner, the LIC requires the following terms:

- Company/organisation based in the Netherlands (preferably in the Leiden region)
- Provide information and services in English
- Have at least one year's 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.

To be impartial, we open our partnership programme to at least two partners per each category. We also limit the number of partners we have per category according to demand, to retain value for our current partners.

Prices 2025

A	For companies <5 employees	€ 540, - *
A	For companies ≥ 5 employees	€ 975, - *
B		€ 1950, - *
C		€ 2920, - *
	Non-profit & Media Partner	Barter contract

* Excluding 21% 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 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 2025. We reserve the right to increase prices annually in line with inflation, and always with prior notice.
- Partner Packages apply to a calendar year, running from January up to and including December. The Newcomer Guide is updated annually in November.
- 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.

What's included in the partnership?

Benefit	Package		
	A	B	C
Recommendation of your services to internationals by LIC helpdesk. Priority will be given first to C, then B, then A partners.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recommendation of your services to employers and HR by LIC team. Priority will be given first to C, then B, then A partners.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated partner page on LIC website including link to your website, logo, description of your services and contact information.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Crosslinking on LIC website to your company when possible. E.g. links to our housing partners on our pages about finding housing.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recommendation of your services in the Newcomer Guide, presented to internationals during the registration process and shared with employers.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Permission to promote your business as "official partner of LIC" and use LIC logo.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of the Leiden&Partners photo database, FileFlow.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company logo on our flyer for employers.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to Leiden&Partners partner events.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to biannual LIC partner meetings.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Insight into data such as our FAQ's from internationals number of referrals your receive from our helpdesk, website views	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to the LinkedIn group for our partner network.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Receive exclusive information about the latest reports and trends on the topic of internationalisation (including the Decisio report – the most extensive report on internationals living and working in the region).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Can submit events for our website's event page.	1x	2x	3x
Social media post sharing article on LIC's Facebook, LinkedIn & Instagram.*	2x	3x	4x
Item in the Monthly Newsletter for internationals.*	2x	3x	4x
Item in the Corporate Newsletter for HR.*	1x	2x	3x
Supply a gift for our Welcome Bag (pen, keychain, etc.).	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to present your company to our helpdesk employee, to assist with referrals.	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Flyer in the LIC flyer rack in the Stads Kantoor LEVEL building.	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Submit flyers for distribution at LIC events eg. Meet&Mingles, expat fairs.	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Collaborative Instagram post	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Spotlight post on Instagram and LinkedIn - "partner of the month"	-	-	<input checked="" type="checkbox"/>
Your logo in the partner carousel on our website's homepage.	-	-	<input checked="" type="checkbox"/>
Partner of the month post on Instagram, spotlighting your business.	-	-	<input checked="" type="checkbox"/>

* 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.

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