

The Northern Celebration of Education

#celebrateEd

Thursday 11 & Friday 12 July 2019



SPONSORSHIP OPPORTUNITIES

Where else can you meet up to 800 teaching practitioners from the North over two days?

Join Schools North East, the All North Teaching Schools, and the Education Endowment Foundation for the first ever **Northern Celebration of Education** - [#celebrateEd](#).

This is a brand new event where we will be joined by teaching practitioners who will be celebrating and showcasing the best in classroom practice across the **North of England** in a practitioner-led space where they will be enthused and energised, ending the academic year on a high.

We're looking for companies to support the event who are relevant to front line teaching practice e.g. EdTech/classroom resources/subject specific products and services. We would like organisations to have a proven impact on supporting teaching practice and/or developing children's learning.

This event is like no other Schools North East event that we have held before and we have a vast range of sponsorship options available including main sponsor, exhibitors, demo sessions, social sponsors and many more.

EVENT DETAILS

Date & Time

Two day event

**Thursday 11 &
Friday 12 July 2019**

9:00am – 4:00pm*
(Plus social/networking
events on both evenings)
**timings subject to change*

Venue

**Northumbria University
Business School
Newcastle upon Tyne**



Audience

**Approx. 400 Teaching
Practitioners at all levels
per day**

ABOUT THE EVENT

The Northern Celebration of Education is the chance for schools to see the best education practice the North has to offer, as well as engage with universities, think tanks, and research organisations as they discover and debate which techniques and practices can help them to grow as professionals. They will be celebrating these achievements at the end of a successful and productive year with friends and colleagues from across the region and beyond.

We want to create a teacher-led space for evidence based practice where practitioners can meet, share practice, learn from each other and regain their enthusiasm for their profession; where they can celebrate and showcase the outstanding practice of teachers across the North providing the rest of the country and beyond with a window into the heart of our teaching community's excellence.

It's the only two-day event of its kind in the North and we want to make sure schools get the opportunity to recharge and refresh and go into the summer break with enthusiasm.

Think festival atmosphere, thinking space, debate, research-informed new practice, and connecting with peers from schools across the North.



[EVENT WEBSITE](#)

SPONSORSHIP OPPORTUNITIES

We are looking for organisations to support this event as sponsors, providing your company with direct exposure to all delegates.

The following sponsorship opportunities are on offer:

Item	Description	Non-Commercial Supporter	Commercial / Educational Supporter
MAIN SPONSOR	Over 2 days: Venue branding, main room branding, exposure on all pre event marketing, newsletter press release, exhibition stand & more.... See below for further details	£10,000	£10,000
EDUCATIONAL PARTNER	Contribute content including topics and speakers for a full strand of the programme. This strand will be branded and marketed as your company's strand plus bespoke marketing mailers exclusive to your strand.	£5,000	£4,000
SESSION ROOM SPONSOR Over 2 days: Session room branding, exhibition stand & more.... See below for further details	Session room 1 – room capacity 250	£3,000	£2,000
	Session room 2 – room capacity 100	£2,500	£1,500
	Session room 3 – room capacity 100	£2,500	£1,500
Demo Session See below for further details	Time slots within the allocated 'Demo Room' to deliver product demonstration. One and two day options available*	£1,500 (1 day option) £2,000 (2 day option)	£1,000 (1 day option) £1,500 (2 day option)
Social Sponsor See below for further details	Sponsor and be involved with organising the social 'meet up' events held on both days immediately after the event programme ends. (Includes exhibition package)	TBC	TBC
Food Voucher Sponsor	Company acknowledgement and logo on all food vouchers that delegates receive over both days, branding within lunch area, includes optional delegate bag insert. (Includes exhibition package)	£5,000	£4,000
Exhibition Package	2 day exhibition space, including a table & 2 chairs (optional)	£750	£500
Delegate Bag Sponsor	Company logo on the front of all conference bags on both days, includes bag insert.	£1,750	£1,000
Lanyard Sponsor	Company logo or name on delegate lanyards on both days, includes optional delegate bag insert.	£1,750	£1,000
Event Pass Sponsor	Company logo on delegate event passes on both days, includes optional delegate bag insert.	£750	£500
Delegate Bag Inserts	Can be up to A4 size and maximum of 5 bound pages or a branded item	£200	£120
Handbook Advertising	A full A5 advert (full colour) in our event handbook	£250	£130
Post Event Survey Sponsor	Company logo on post event survey + 2 questions from the sponsor	£280	£150

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MAIN SPONSOR

Venue branding: Your Company's brand will be displayed prominently across the venue, including the internal and external event areas in and around the venue, on signage and in the main room. You will also have the opportunity to brand the Northumbria University bridge which is the main walk way to the venue and overlooks the central motorway.

Main room branding: In the main and largest room, you will have the opportunity to display pop-up stands, branded welcome slides, and distribute promotional materials on the seats. Your logo will also be displayed on any staging/backdrops.

Double exhibition space: 2 x 6ft x 2ft tables and 4 chairs, to distribute your material and engage with delegates over registration, refreshment breaks and lunch throughout **both days** as delegates transfer between sessions.

Sponsor acknowledgement: Prominent logo and acknowledgement on all event marketing materials as the main sponsor.

Website: Listed as the event main sponsor on both the home page and sponsor page of the website.

Personalised message: 150 word message within a marketing email promoting your organisation and your involvement in the event.

Social media: Included in all tweets and social media posts as the event main sponsor.

Newsletter announcement: Announcement in Schools North East's weekly update as event main sponsor.

Advert: Full A5 page advert on the back cover of the event handbook.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

Free delegate places: Your Company will be provided with **8** free delegate places to attend the conference.

Delegate list: Electronic copy of the full attendee list pre and post event including name, job title and organisation/school.

EDUCATIONAL PARTNER

Programme contribution: You will be allocated with a full strand of the programme where you will be able to provide content including topics and speakers.

Session room promotion: In the room(s) which your strand/sessions will take place, you will be able to have branded slides, and distribute promotional materials on the seats.

Marketing: Bespoke promotional mailers will be sent out exclusively about your strand and the content that you provide, including your branding.

Exhibition space: 2 x 6ft x 2ft tables and 4 chairs, to distribute your material and engage with delegates over registration, refreshment breaks and lunch throughout **both days** as delegates transfer between sessions.

Sponsor acknowledgement: Logo on all event marketing materials as an Educational Partner.

Website: Listed as the Educational Partner on both the home page and sponsor page of the website.

Personalised message: 150 word message within a marketing email promoting your organisation and your involvement in the event.

Social media: Included in tweets and social media posts as an Educational Partner, promoting your involvement.

Newsletter announcement: Announcement in Schools North East's weekly update as an Educational Partner.

Advert: Full A5 page advert in the event handbook

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

Free delegate places: Your Company will be provided with **5** free delegate places to attend the conference.

Delegate list: Electronic copy of the full attendee list pre and post event including name, job title and organisation/school.

SESSION ROOM SPONSOR

Session room branding: In your session room, you will have the opportunity to display pop-up stands, branded welcome slides, and distribute promotional materials on the seats.

Stand outside of the session room: A 6ft x 2ft table and 2 chairs, to distribute your material and engage with delegates at the session room.

Exhibition space: A 6ft x 2ft table and 2 chairs, to distribute your material and engage with delegates over registration, refreshment breaks and lunch throughout **both days** as delegates transfer between sessions.

Website: Listed on the sponsors page of the website.

Social media: Tweet to announce your company as an event sponsor.

Advert: Full A5 page advert in the event handbook. (*Optional*)

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

Free delegate places: Your Company will be provided with **4** free delegate places to attend the conference.

Delegate list: Electronic copy of the full attendee list pre and post event including name, job title and organisation/school.



DEMO SESSION

WHAT'S INCLUDED:

Demo room branding: During your demo(s), you will have the opportunity to display pop-up stands, branded welcome slides, and distribute promotional materials on the seats.

Exhibition space: A 6ft x 2ft table and 2 chairs, to distribute your material and engage with delegates over registration, refreshment breaks and lunch throughout **both days** as delegates transfer between sessions.

Website: Listed on the sponsor page of the website.

Personalised message: 150 word message within a marketing email promoting your demo session and your involvement in the event.

Social media: Included in tweets and social media posts about your involvement.

Advert: Full A5 page advert in the event handbook.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

Free delegate places: Your Company will be provided with **2** free delegate places to attend the conference.

Delegate list: Electronic copy of the full attendee list pre and post event including name, job title and organisation/school.



SOCIAL SPONSOR

Sponsor and be involved with organising the social 'meet up' events held on both days immediately after the event programme ends.

Organisation: Be part of the organisation process with Schools North East to arrange a post event gathering.

Branding: You will have the opportunity to brand the event with pop up banners etc.

Newsletter announcement: Announcement in Schools North East's weekly update as the social sponsor and promotion of the 'meet up'.

Website: Company logo and website link on the sponsor page of the website.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

Exhibition package: 2 day exhibition space, including a 6ftx2ft table and 2 chairs (optional)

EXHIBITION PACKAGE

WHAT'S INCLUDED:

Exhibiting at the event provides you with the opportunity to showcase your organisation's products and services and engage with delegates over registration, refreshment breaks, and lunch throughout both days as delegates transfer between sessions. Please note exhibition spaces will be limited providing you with extremely strong exposure at the event and all organisations interested in this opportunity will be selected based on their relevance to the event focus.

Exhibition Space: Your space will include a 6ft table, 2 chairs and complimentary WiFi. Power access will be provided on request. Your company will be allocated with two exhibition staff places.

Website: Company logo and website link on the sponsor page of the website.



FOOD VOUCHER SPONSOR

By being the food voucher sponsor you will be sponsoring the cost of all food vouchers which delegates will receive over the two day event. This sponsorship package includes the following:

Logo: Your logo will be printed on all food vouchers over the two day event.

Branding: You will have the opportunity to display branding, such as banner stands, around the lunch area of the event. Your branding can also be displayed on TV screens within the area.

Newsletter/social media announcement: Announcement in Schools North East's weekly update and on Schools North East Twitter as the event food sponsor.

Website: Company logo and website link on the sponsor page of the website.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

Advert: Full A5 page advert in the event handbook. (*Optional*)

Exhibition package: 2 day exhibition space, including a 6ftx2ft table and 2 chairs (optional)

DELEGATE BAG SPONSOR

Being the event bag sponsor provides you with the opportunity to have your company logo and website/message printed on all 800 delegate event bags, you will also be acknowledged in on the day materials as the event bag sponsor.

Website: Company logo and website link on the sponsor page of the website.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

LANYARD SPONSOR

By being the lanyard sponsor your company logo or name will be printed on all 800 delegate lanyards which they have to wear throughout the duration of the two day event, you will also be acknowledged in on the day materials as the lanyard sponsor.

Website: Company logo and website link on the sponsor page of the website.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

EVENT PASS SPONSOR

The opportunity to have your company logo printed on all 800 delegate event passes which they will wear throughout the duration of the two day event, you will also be acknowledged in on the day materials as the event pass sponsor.

Website: Company logo and website link on the sponsor page of the website.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

DELEGATE BAG INSERTS

The opportunity to have a branded insert/leaflet in all delegate bags. The insert/leaflet can be up to A4 size and maximum of 5 bound pages. The insert can also be a branded item e.g. pens, stress balls, sweets (one item per delegate bag).

Website: Company logo and website link on the sponsor page of the website.

Delegate Bag Insert: The opportunity to have a branded insert/leaflet in all delegate bags. (*Optional*)

HANDBOOK ADVERTISING

This opportunity provides you with a full A5 advert (full colour) in our event handbook. All delegates will receive the handbook on the day and can take it away with them at the end of the event. All artwork must be supplied by the sponsor.

Website: Company logo and website link on the sponsor page of the website.

POST EVENT SURVEY SPONSOR

Sponsor our post event delegate survey and you will have the opportunity to include two personalised questions which you will receive the feedback from, the survey will also be branded with your company logo and you will be acknowledged in the post event email as the survey sponsor.

Website: Company logo and website link on the sponsor page of the website.

ABOUT SCHOOLS NORTH EAST

Schools North East is the first, and only, regional schools-led network in the UK. We represent the views of all 1,150 schools in the North East. Our Board of 28 Head Teachers is elected by their peers to represent the North East's Primary, Secondary, Special, and Independent sectors.

As well as our Board of Head Teachers, Schools North East is also steered by a 'Council' of School Business Managers drawn from every area, phase and type of school in the North East.

Schools North East has extensive experience organising large-scale conferences and exhibitions. Our annual Summit attracts over 450 school leaders and is the must-attend education event in the North East. Our annual School Business Management Conference attracts over 300 delegates and is the biggest event of its kind in the country.

CONTACT

For further information about event sponsorship, please contact info@schoolsnortheast.com or 0191 204 8866.

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