



Main Sponsorship Opportunity



Summit 2019

10th October

Keynote Speaker

Gavin Williamson
Education Secretary

Previous
keynote
speakers
include:



Amanda Spielman



Sir Kevan Collins



Justine Greening

Press
coverage
2018

tes

SCHOOLS
WEEK

The
Guardian

fe
news

INDEPENDENT

The Telegraph

THE TIMES

BBC
NEWS



Main Sponsorship Opportunity

Summit 2019

Date: Thursday 10 October 2019

Venue: St James' Park, Newcastle upon Tyne

Audience: 500+ Head Teachers and School Leaders from across the North East

The Schools North East Summit is the biggest event of its kind in the UK, a regional event which attracts 500+ school leaders, with expert and internationally renowned speakers. We have had keynote speeches from leading figures in education, who have used the Summit as a platform for major speeches and announcements. Amanda Spielman announced the new changes to the Ofsted Inspection Framework at Summit 2018, which was covered by major news outlets including the BBC, Channel 4, The Times, The Guardian, The Telegraph, The Independent and more. Justine Greening's keynote at Summit 2016 was her first public speech since her appointment as Education Secretary, after the Conservative Party Conference in 2016.

National Press Coverage

In 2018 we had televised and print press coverage from BBC, Channel 4, The Independent, The Times, The Guardian and The Telegraph, making it a fantastic opportunity to get your brand seen nationally. In past years, TES has been our media partner - with a online audience of 1.85 million.

Being the main sponsor provides your company with direct exposure to all 500+ conference delegates. Your organisation will also receive maximum exposure in the run-up to the event. This will include a place on the dedicated Summit Conference website, acknowledgement in social media posts, a minimum of six mailers to all **1,150** North East schools, which will reach every Head Teacher and all senior leaders in the North East, and acknowledgement in six newsletters which go to nearly 4,000 subscribers. Your branding will also be on all conference brochures, adverts and delegate marketing emails, with additional exposure on the Schools North East website home page and Summit conference exhibitor page. Your branding will also be included in any adverts covered by press e.g. adverts in educational magazines.

If you are interested in becoming the main sponsor of the Summit 2019 please contact Sam Murray (s.murray@schoolsnortheast.com or 0191 349 5973).



Before the Summit

In the run up to the event, the main sponsor will have huge coverage across North East schools including acknowledgment and branding on all mailers, which will be sent to every MAT CEO, Executive Head Teacher and Head Teacher in the region, (nearly 3,000 contacts). Coverage includes:

- A mailer on each Results Day - GCSE and A Level.
- Minimum of 1 mailer per week in the run up to the event (6 weeks).
- Acknowledgement in every Schools North East Newsletter which goes to nearly 4,000 subscribers in the run up to the event and the post event Newsletter .
- Branding on social media posts, a minimum of 3x per week in the run up to the event, to an audience of 6,500 followers on Twitter.
- Branding on media partner/press adverts - in 2018 TES was our Media Partner with a print audience of nearly half a million every week.

Great space;
passionate
contributors and
collaborators.

Summit Delegate

During the Summit

Your branding will be used throughout the registration area, main conference room and on delegate literature. Your branding will be the only other branding allowed in the conference main plenary area, along with Schools North East's. Your company logo will also be printed and attached to the main room backdrop/staging area. It will also be placed by TV screens throughout the venue, maximising visibility. You will also have the opportunity before the keynote speech to directly address all 500+ high calibre delegates who are decision makers in their schools and Multi Academy Trusts, as well as leading figures in the education sector. The Summit receives considerable press coverage - both in education publications and the national news. Your exhibition stand (included in the price) will be in a prime location, selected by you.

Always such a fantastic
day filled with really
informative sessions
and great networking
opportunities.

Summit Exhibitor

After the Summit

After the event you will be thanked and acknowledged in our post event coverage which will be hosted on the Schools North East blog and will be the leading news item in our newsletter that week. You will also be acknowledged in a thank you social media post, as well as the follow up thank you email to delegates. After the event is over you will receive continuing benefits throughout the year including a banner advert on Jobs in Schools North East, our online jobs portal.

As a **Commercial Supporter** (included in package) you can engage with 1,300 schools, and 3,000 school leaders. You will also have the opportunity to exhibit at our sell out events (with a discount of at least 20%), a profile on our Marketplace, and the opportunity to submit opportunities, events and resources for our Newsletter. For full Commercial Supporter benefits find out more [here](#).

Always a good
opportunity to network.
Speakers were thought
provoking. The market
place was very useful to
us this year.

Summit Delegate

Main Sponsorship Package - £7,000 plus VAT

As the main sponsor of the Schools North East Summit, you will receive:

- **'Welcome to delegates' address:** At the beginning of the conference, you are provided with a 5-minute speaking slot to address the conference and welcome all of the 500+ delegates, speakers, and other sponsors. All of the delegates are expected to attend this session.
- **Free Commercial Supporter membership:** as the main sponsor of our flagship conference you will receive a year's Commercial Supporter membership at no additional cost. This usually costs £550+VAT.
- **Exhibition space** – and first choice of location within the exhibition area. This includes optional 6ftx2ft table with 2 chairs, power access and complimentary Wi-Fi.
- **Branding** in the registration area and throughout the main conference room (as detailed above).
- Logo on all 500+ conference handbooks
- Logo on all event signage including beside the conference main presentation screens.
- A **conference bag insert**, flyer, or branded item which will be in all 500+ delegate conference bags.
- Branding on TV Screens across venue
- A5 full page (back cover) **conference handbook advert** – (*artwork supplied by you*).
- **Sponsor acknowledgement** and your logo in all marketing including link to your company website in all marketing mailers.
- Sponsor acknowledgement in all **social media posts** about the event.
- **150 word message** in a marketing mailer to nearly 3,000 contacts.
- Announcement in Schools North East Weekly Newsletter as conference main sponsor.
- Permanent **acknowledgement in Schools North East Weekly Newsletter** as the Summit main sponsor until the post event newsletter on 11 October 2019.
- **Newsletter sponsorship** in the run up to the conference (4 weeks sponsorship).
- Free 12 month banner advert on our jobs portal – Jobs in Schools North East (over 2,000 candidates and over 200 schools signed up).
- 4 exhibition staff places.
- 5 free delegate places.
- Your logo prominent on conference website homepage and on the sponsor page.
- Post-event write up: you will be acknowledged in the post event write up which will take the leading story in the post-event newsletter to nearly 4,000 subscribers.



High quality speakers,
friendly atmosphere,
opportunities to view
services and resources.

Summit Delegate

Excellent event once again. We will be exhibiting again next year.

Summit Exhibitor



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 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 500+ 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 Sam Murray (s.murray@schoolsnortheast.com or 0191 349 5973).

Schools North East
Trading Limited

