



Main Sponsorship Opportunity

SUMMIT 2020 BACK TO THE FUTURE

RELATIONSHIPS → RECOVERY → REFORM

Wednesday 14th & Thursday 15th October

CONFIRMED SPEAKERS:



Becky Francis,
Chief Executive Officer of the Education
Endowment Foundation



Stephen Tierney,
Chair of Head Teacher Roundtable

Previous
keynote
speakers
include:



Amanda Spielman



Sir Kevan Collins



Justine Greening

Previous
press
coverage:



Main sponsorship opportunity

Summit 2020

VIRTUAL CONFERENCE

Date: Wednesday 14 & Thursday 15 October 2020

Timings and what's included on both days:

- Live keynote speakers and sessions with interactive Q&A: 9.30am - 12pm*
- Afternoon delegate networking groups and meetings
- Virtual exhibition

*timings subject to change

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



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.

The Schools North East Summit 2020 is set to see record numbers. We want to give attendees the best opportunity to hear from high profile speakers, network with each other and support them with their school 'recovery' and reform of the education system.

However, as we are all aware, this year things are very different and we have made the decision to transform our flagship conference into a virtual one and we are confident that it will be a huge success following the work we have continued to do during the pandemic. Our virtual events programme supported over 5,000 school leaders and staff during the covid lockdown and our 19/20 annual events calendar supported over 7,000 attendees over the academic year.



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 a minimum of six newsletters which go to nearly 4,000 subscribers. Your branding will also be on all conference 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, Events Manager - s.murray@schoolsnortheast.com

Main sponsorship package - £7,000+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 max speaking slot to address the conference and welcome all of the 500+ delegates, speakers. All of the delegates are expected to attend this session.
- **Exhibition space:** Prominent space in the virtual exhibition area. All other exhibitors will be split into categories, you will be included in a category as well as having a visual stand in the main selection area.
- **Digital advert:** the option to submit either a stationary slide or a 30 second video advert which will be broadcast live at the beginning and end of each live event over the two days.
- **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.
- **Newsletter sponsorship** in the before, during and after the week of the conference (4 weeks sponsorship) – Friday 9/10/20, Friday 16/10/20, Friday 23/10/20, Friday 6/11/20
- **Branding across all digital event materials** i.e. animated videos, holding slides.
- **Website:** Your logo prominent on conference website homepage and on the sponsor page.
- **Logo on digital Summit handbook**
- **A5 full page (second page) digital 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 23 October 2020.
- **Free 12 month banner advert on our jobs portal** – Jobs in Schools North East (over 2,000 candidates and over 200 schools signed up).
- **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.
- **Recorded sessions:** Your company will receive prolonged exposure and coverage as the recordings of the event will be accessible to all delegates post event and any new viewers for the foreseeable future.
- **Five free delegate places**

Sponsorship break down

BEFORE

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:

- Minimum of 1 mailer per week in the run up to the event (5 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 over 7,700 followers on Twitter.
- Branding on Summit 2020 website along with the delegate booking form.

DURING

Your branding will be used on all digital Schools North East materials including all holding slides, animated videos, digital handbook/literature.

You will also have the opportunity 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 virtual exhibition stand (included in the price) will be a prominent feature in the virtual exhibition hall and will be included on all delegate exhibitor information including all exhibition prize draw forms, encouraging delegates to engage with your company.

AFTER

- Prolonged exposure and coverage as the recordings of the event will be accessible to all delegates post event.
- 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.
- Acknowledged in a thank you social media post, as well as the follow up thank you email to delegates.
- You will continue to get further 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.



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. As well as physical events, Schools North East has successfully organised large scale virtual conferences and delivers an extensive annual webinar programme. Our whole events programme during the 19/20 academic year supported over 7,000 schools leaders and staff from the North East and beyond.



Contact

For further information about even sponsorship, please contact our events team events@schoolsnortheast.com