

# Healthy MindED 2020 - ONLINE

## Sponsorship Opportunities



Due to the coronavirus pandemic, Healthy MindED 2020, which was due to take place on 14 May, will now be held as a live virtual conference over two days. As well as the 'on the day' programme, all delegates will also be able to access a bank of additional pre recorded sessions exploring the main conference themes in more depth.



### DATES:

Wednesday 1st &  
Thursday 2nd July 2020

### TIMINGS:

Approx. 2pm-4.30pm

### AUDIENCE:

500+ Delegates  
*CEOs, HTs, Chairs, SENCOs,  
Pastoral Leads, Teachers*

**Audience:** This event usually attracts around 150 Head Teachers, senior leaders, SENCOs and Pastoral Leads from across the North East, however this year we **expect to be joined by 500+** delegates from the North East and beyond, also including attendance from CEOs, Chairs of Trustees/Governors and Teachers. We have whole school/MAT tickets available at a low price so that we can support as many school staff members as possible in accessing the content of the event. **At our most recent online event, CelebrateEd 20, we were joined by over 1,500 registered delegates.**

**We would like to offer you the opportunity to sponsor Healthy MindED 2020 and increase your company's awareness within the region and beyond.**

## About the event

Mental health has been an issue of growing concern for school leaders in recent years, however this year it has become more important than ever due to the Coronavirus crisis. The ongoing crisis, alongside partial school closures and lockdown measures have caused a number of issues for students and staff alike, from disrupted routines, stress of lockdown and anxiety, to bereavement under very difficult circumstances. These issues are widespread and will require a new approach from staff and schools.

This year's Healthy MindED Conference will focus on helping schools staff understand how they can approach mental health within their specific roles as schools extend their opening and when the new academic year starts in September. The conference will focus on four key aspects of mental health in relation to the Coronavirus crisis: **Behaviour, trauma, recovery curriculum and staff wellbeing.**

Even though we are unable to hold this as a physical event, we are still committed to delivering a high quality, informative, and timely event for the schools staff of the North East and beyond and we want you to join us!

## During 19/20 academic year SNE Events have:



The delegate feedback that we have received, especially in recent times, has been outstanding with many pointing out the ease of accessibility for the online events as they may not have been able to attend or hadn't attended before at the physical event. The increase in numbers and wide range of roles, from CEOs, Chairs of Governors, HTs and more, that we have attracted from the North East and beyond to our recent online conferences, events and webinars has been phenomenal.

### Quote from CelebrateEd 20 sponsor - Sparx:

*"Sparx sponsored the Celebration of Education over four days in May. We promoted our Numerise Independent Learning Product via a short video during the break times and before each session started in addition we had a fifteen minute demo slot for Sparx Maths.*

*The celebration was great for our brand awareness and we have definitely seen a surge in activity from schools in the areas we have little or no representation in that are predominantly the audience for SNE.*

*Almost immediately after the demo we had a school who contacted us for more information about Sparx Maths Homework and have four other very interested schools, one who has agreed to trial the platform for a month and another who is testing Numerise so they can recommend it to their parents.*

*It was a well organised, well attended event and we would be pleased to support SNE and the Celebration of Education in the future."*

[Click here to view one of the opening build up/advertisement videos from CelebrateEd 20 online.](#)

## HEALTHY MINDED 2020 SPONSORSHIP OPTIONS INCLUDE:

- **MAIN SPONSOR**
- **VIRTUAL ADVERTS**
- **SPONSORED SESSIONS**

### BOOK NOW

See below for further details about each opportunity.

# Sponsorship Options

## Option 1: Main sponsorship - £2,000+VAT

Being the main sponsor of Healthy MindED 2020 - ONLINE provides your company with exclusive and direct exposure to attendees and registrants. Your company will be included in all marketing prior to the event, you will be exposed to around 500 or more attendees over two days during the live webinars with further brand awareness as an ongoing aspect after the events have taken place, as all delegates will receive access to additional 'pre recorded' sessions that will include your company brand.

## What's included?

### Details:

- **Welcome to attendees:** At the beginning of each webinar linked to the virtual event, you are provided with 2 minutes to address the attendees as the webinar sponsor. (Optional)
- **Branding:** Your organisation's logo will be included on all marketing materials, all pre and post webinar information and all SNE webinar presentation slides.
- **Branding continued:** Your logo will also be permanently included in the banner for the event's private online community where delegates will go to access all pre-recorded sessions and to continue the conversations and collaborate online.
- **Sponsor acknowledgement:** Your company will also be acknowledged in all marketing for each webinar and on social media posts. (All mailers are sent to approx. 4,000 contacts each time that's a minimum of four mailers\* to 12,000 recipients).
- **Message from the sponsor:** Your company will have the opportunity to provide us with a 150 word message that will sit on the registration page for the event and will be included in all marketing mailers.
- **Website:** Your company description, logo, and website link will feature prominently on the main page of the [conference website](#) as well as the sponsor page.
- **Advert:** A stationary advert/holding slide OR 30 second max video - pre event and during each session ad break. (Minimum of 2 showings per webinar)  
[Click here to view one of the opening build up/advertisement videos from CelebrateEd 20 online](#)
- **Session (optional):** You have the opportunity to deliver a 15 minute live practical session\*\* during the first day of the Healthy MindED live webinars OR submit a pre recorded session which will be included in the bank of additional sessions available to delegates. (See OPTION 3 for more details)
- **Recording:** All online events are recorded and shared with everyone who registered which means your branding, advert and welcome will stay permanently on the video which will provide you with a better return on your investment over time.
- **Newsletter sponsorship:** One week sponsorship of the Schools North East weekly e-newsletter, sent to nearly 4,000 subscribers. SNE open/click rates are constantly significantly higher than the education sector average.

Newsletter Week/Date - 3/7/2020 which will include the post event write up.

- **Delegate details:** You will receive a registrant list prior to the online events, with names and organisations of all the people who registered.

\*Subject to sponsorship start date

\*\*Content must be relevant to the conference and of a practical nature, not a sales pitch.

## Option 2: Advertising

By booking an advertising slot at the event you have the opportunity to provide either a stationary advert/holding slide OR a 30 second max video. Giving you exposure to around 500+ delegates over two days, approx. 2,000+ views with further recording views on an ongoing basis after the event has taken place.

[Click here to view one of the opening build up/advertisement videos from CelebrateEd 20 online](#)

### Cost:

**Commercial Supporter rate: £250+VAT**

**Non-Commercial Supporter rate: £500+VAT**

## What's included?

### Details:

- Your advert will be shown during the 5 minute build up to the event where delegates are logging on and waiting for the session to commence, your advert will also be shown during the webinar in a scheduled 5 minute ad-break.
- Your advert will be included in both webinars and will be shown a minimum of two times during each online event.
- **Website:** Your company logo and website link will feature on the sponsor page of the conference website.
- **Delegate details:** You will receive a registrant list prior to the online events, with names and organisations of all the people who registered.
- **Recording:** All online events are recorded and shared with everyone who registered which means your branding, advert and welcome will stay permanently on the video which will provide you with an ever increasing return on your investment over time.
- **Sponsor acknowledgement:** Your company will be verbally acknowledged in the live webinar from the SNE host.

## Option 3: Sponsored session

A 30 minute pre-recorded session from your organisation on a **relevant and practical topic** that delegates will benefit from listening to. This must NOT be a sales pitch however you are able to add an additional **5 minutes to share further information/a short demo** about your organisation or product.

This will be stored in the bank of pre-recorded sessions that all delegates can access throughout the duration of the event as well as after the event has taken place.

**All sponsored session bookings also include an advert slot.**

### Cost:

**Commercial Supporter rate: £650+VAT**

**Non-Commercial Supporter rate: £950+VAT**

**[BOOK NOW](#)**

For more information please contact the Events Team on [events@schoolsnortheast.com](mailto:events@schoolsnortheast.com).

## 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 the Events Team on [events@schoolsnortheast.com](mailto:events@schoolsnortheast.com)

**Further information about the Schools North East Commercial Supporter Scheme can be found [here](#).**

**PLEASE NOTE:** We do not have a limit on how many delegates can attend the events, however we cannot guarantee any event numbers prior to the event taking place nor can we confirm how many of the registered delegates attend the live webinars.