



World Class Schools Quality Mark - Virtual Symposium 8th July 2020

Sponsorship Opportunities

Building a new World Class future together

Out of these challenging times it is our World Class teachers and students that will lead the way into a new future. We are holding our Virtual Symposium for them.

Boost your World Class brand

We would like to offer you, as a recommended and endorsed World Class supplier to the education sector, the opportunity to sponsor the Symposium to promote awareness of your organisation and boost your World Class brand.

About the event

The WCSQM Virtual Symposium will bring together leaders, staff and students from our 120+ UK and international schools to celebrate their World Class skills, qualities and characteristics, and share learning strategies and opportunities that will ensure our World Class students are ready to lead us into a new future.

Date: 8th July 2020

Times: 9:45am - 3:00pm

Across a series of drop-in virtual online sessions staff and students will have the opportunity to

- celebrate and share the achievements and resilience of World Class schools and students in light of the COVID-19 pandemic through online galleries, exhibitions, performances, presentations and awards ceremonies
- come together in online forums to discuss the new future of state education
- hear from Dr Russell Viner, President of the Royal College of Paediatrics and Child Health, in a keynote speech focusing on what education post the pandemic will look like.



Audience

Because this event is virtual, we have the capacity to have no limits on our attendee numbers. We have access to staff and students from 120 accredited and accrediting World Class schools UK wide and internationally. We have representation from over 100 multi academy trusts. Therefore we have a potential audience of

- 13,200+ school staff
- 125,000+ students
- 500+ alumni students aged between 16 - 25

We have high levels of attendance at our Symposiums from school leaders, for example multi academy trust CEOs, executive headteachers, principals and senior leaders. During these challenging times, we have maintained excellent ongoing engagement with our schools, because they have needed our support and have valued the power of our network.

Sponsorship Options

Option 1: Headline sponsorship - £1,500 donation

As the headline sponsor, you will benefit from direct exposure and promotion to the entire network of WCSQM schools in the months leading up to the event, to all attendees during the event itself, and in all post-event follow up communications to attendees and the wider WCSQM cohort of schools, as well as promotion on our public website, visited by schools and parents UK and worldwide.

This includes

- **Headline branding** - the sponsor logo will feature prominently in all event promotional materials, on social media and directly to schools via email, on all slides shown at the Symposium and in all interactive sessions.
- **Sponsor promotion** - the headline sponsor will be promoted and acknowledged in all marketing materials sent to 120+ schools and over 500 alumni students, including our dedicated Symposium invite / newsletter, as well as during the event itself. You are welcome to provide us with a message of up to 150 words that will be shared on registration emails and marketing materials in the lead up to the event.
- **Direct address to attendees** - as the headline sponsor you are welcome to give a direct address to attendees (up to 2 minutes) to open or close the Symposium.
- **Sponsor acknowledgement** - as a headline sponsor you will be publicly acknowledged and thanked by WCSQM Director Miranda Perry during the event. If you choose not to give a direct address, you are welcome to provide us instead with a message you would like Miranda to share on your behalf.



- **Promotional video / activity / workshop at the Symposium** - the headline sponsor has the option of either providing a promotional video to be shown at the Symposium, OR, if relevant, hosting your own session for the benefit of schools and/or students.
- **Recording** - the Symposium sessions will be recorded and shared with attendees as well as the wider cohort of WCSQM schools to share with staff and students following the event. Your branding and messaging will therefore continue to be shared in this way after the event, and to a wider audience.
- **Delegate details** - WCSQM will share a registrant list prior to the event with school names / titles of attendees. Due to GDPR we are unfortunately unable to share names of individuals.

Option 2: Host your own session - £750 donation

By hosting your own half-hour webinar session as part of the Symposium you can give staff and/or students the opportunity to engage with your organisation in an informative and meaningful way.

This includes

- **A half hour session** - as with all the Symposium sessions this will need to be directed to World Class schools and/or students and should be packaged in a way that is relevant and appealing to the audience to get as much take up as possible. Your session needs to be aligned with our theme 'Building a new World Class future together' in some way. You can direct your session to an audience segment and we will promote it accordingly. You can choose whether this is live, pre recorded, or a bit of both, and you're welcome to include videos, presentations etc.
- **Branding** - your logo will feature on the Symposium promotional page of the WCSQM website from early-mid June, for a period of a minimum of 6 months, accompanying pre and post event information. As an event sponsor you will also be tagged in social media promotions leading up to the event.
- **Recording** - the session will be recorded and shared with registrants as well as the wider cohort of World Class schools after the Symposium, reaching a wider audience.
- **Sponsor acknowledgement** - as a contributor you will be acknowledged and thanked during the event by the WCSQM Director Miranda Perry during the opening and closing address.
- **Delegate details** - WCSQM will share a registrant list prior to the event with school names / titles of attendees. Due to GDPR we are unfortunately unable to share names of individuals.

Option 3: Advert - £500 donation

By booking an advert you have the option of showing either a 15 second stationary advert / holding slide OR a 30-second advert.

This includes



- **Two ad screenings** - your advert will be shown twice during the event, once during the event build-up / logging on period, and once prior to a session of your choosing. We are offering a wide range of sessions, so you can choose one that is a good brand fit.
- **Branding** - your logo will feature on the Symposium promotional page of the WCSQM website from early-mid June, for a period of a minimum of 6 months, accompanying pre and post event information. As an event sponsor you will also be tagged in social media promotions leading up to the event.
- **Direct address to attendees** - you are welcome to introduce your session (up to 30 seconds)
- **Sponsor acknowledgement** - you will be acknowledged and thanked during the event by the WCSQM Director Miranda Perry during the opening and closing address.
- **Recording** - your adverts will remain on the recorded version of the Symposium which will be shared with all registrants and the wider cohort of WCSQM schools after the event, giving you additional, ongoing exposure after the event.
- **Delegate details** - WCSQM will share a registrant list prior to the event with school names / titles of attendees. Due to GDPR we are unfortunately unable to share names of individuals.

Option 4: Award and Competition winners £250.00 donation

The Symposium will feature an Awards Ceremony where we award the

- Winners of our distance learning primary and secondary competitions
 - The competitions have been set up to support our schools with student engagement during distance learning.
- Year 11 and Year 13 project accreditation gold, silver and bronze
 - The projects have been set to counter the risk of Year 11 & 13 student disengagement, given the cancellation of examinations.

You can sponsor either the competition or the Year 11 and 13 project.

This includes

- **Branding** - your logo will feature on the award itself, in event promotions and in communications to competition / project entrants.
- **Video award / talk** - A representative from your organisation can introduce the award and announce / congratulate the winners via a pre recorded video, where they can also talk for up to three minutes linking to the award - i.e. your representative can talk about how your product / service enhances World Class provision in schools etc.

To discuss sponsorship opportunities in more detail or to secure a sponsorship slot, please contact Maria Georgiou on maria.georgiou@worldclass-schools.org or call 07957 692 566.