

Conference Dates 2020

Sponsorship Packages



INDEPENDENT
SCHOOLS
ASSOCIATION

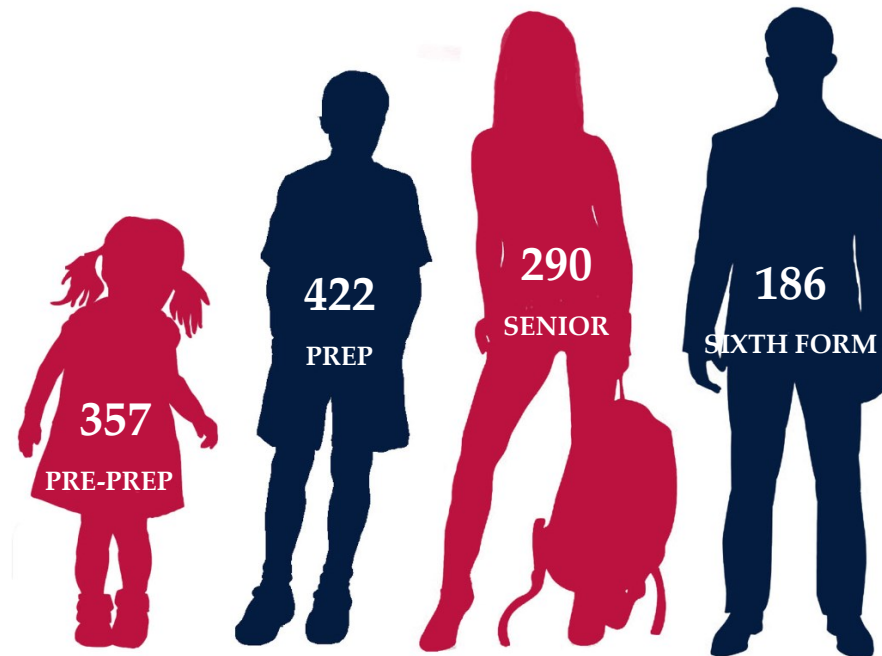
533 SCHOOLS IN MEMBERSHIP

54% PROPRIETORIAL

46% CHARITIES

89 WITH BOARDING

100,000+ PUPILS



Founded in 1878 and a registered charity, **ISA** is one of the oldest of the independent schools' associations.

Today ISA is **the fastest growing** Heads Association in the UK with **533** members currently and more membership applications in progress.

Our members are Headteachers or Principals of independent schools, or Honorary Members who serve the sector. Our Members' schools are **diverse** and cover the complete age range from **early years** to **senior, sixth form** and **all-through** schools. They include **co-educational, single gender, boarding and day** schools and vary in size and nature with **specialist schools** in the **arts and music**.

Sponsoring at our events allows school suppliers to build their brand awareness through an affiliation with an influential voice within the independent education sector.

Your company will also receive access to the key decision-makers, enabling you to make meaningful connections in a relaxed and friendly environment.

Please review this pack to find out more about the types of sponsorship we offer at a range of our events. All sponsorship is purchased on a first come first served basis.

If you have any queries or would like to secure sponsorship, please contact: courses@isaschools.org.uk

Potential reach and engagement rates through ISA



**Up to 30k+ monthly
website views**



**3500+ Followers
(up to 70k+ impressions
for ISA events)**



**40% average Open Rate
for ISA Newsletter**



**45% average Click-to-Open
rate for ISA Newsletter**

Mental Health Conference

Tuesday 10 March 2020

The Gower School, London

Attended by around 30 practitioners responsible for mental health and wellbeing within their school. 1 day conference.

Sixth Form Leaders Conference

TBC

Attended by approximately 20 Heads and Deputy Heads from Sixth Form settings. 1 day conference.

Sponsorship Package	Price	Exhibition stand included	Introduction to delegates	Opportunity to address delegates at sponsored event	Free conference session passes	Opportunity to display branding	Sponsor branding on Conference Programme	Sponsor branding on Event Booking page	Promotion via ISA's digital & social media platforms
Sponsor	£1000	✓	✓	✓	(2)	✓ *conference room	✓	✓	✓

There is no exhibition space for sale at these events. Sponsorship includes exclusive space to promote your product. Dinner tickets can be purchased at an additional cost for applicable events.

Annual Conference

Wednesday 20 - Thursday 21 May 2020

The Grand Hotel, Eastbourne

Attended by approximately 140 Headteachers of ISA Members' schools. This is a 2^{1/2} day conference (2 day exhibition) and 2 dinners (informal dinner on Wednesday and a Black Tie Annual Dinner on Thursday). This is our Annual event for members to congregate and it is our most highly regarded conference.

Sponsorship Package	Price	Exhibition stand included	Introduction to delegates by CEO	Free Dinner Tickets	Opportunity to address delegates at sponsored event	Free conference session passes	Opportunity to display branding	Full page advert in printed Conference Brochure	Sponsor branding on Conference Programme	Sponsor branding on Event Booking page	Promotion via ISA's digital & social media platforms	Feature in x3 ISA e-Newsletter editions
Headline Sponsor	£3500	3m	✓	(2) *Wednesday dinner + Annual dinner	✓	(2)	✓ *Main conference room	✓	✓	✓	✓	✓
Annual Dinner Sponsor	£2750	2m		(2) *Annual dinner	✓		✓ *Annual dinner	✓	✓	✓	✓	
Wednesday Dinner Sponsor	£2500	2m		(2) *Wednesday dinner	✓		✓ *Wednesday dinner	✓	✓	✓	✓	
Annual Drinks Reception Sponsor	£2000	1m		(2) *Annual dinner	✓		✓ *Drinks Reception	✓	✓	✓	✓	
Golf Competition Sponsor	£500				✓	(2 passes to play golf)	✓ *Golf Competition		✓	✓	✓	
New Heads Tea	£500				✓		✓ *New Heads Tea		✓	✓	✓	
Welcome Drinks Reception	£500				✓		✓ *Welcome Drinks		✓	✓	✓	

Proprietors Conference

[TBC] October 2020

Venue [TBC]

Attended by approximately 50 Independent School Proprietors, Proprietor Heads, Senior Leaders of proprietary school chains, and those that support proprietary schools across the sector. Bookings are not restricted to ISA members. 1 day conference, and dinner. There is no exhibition space for sale at this event.

Sponsorship includes exclusive space to promote your product.

Sponsor Package	Price	Exhibition stand included	Introduction to delegates by CEO	Free Dinner Tickets	Opportunity to address delegates at sponsored event	Free conference session passes	Opportunity to display branding	Sponsor branding on Conference Programme	Sponsor branding on Event Booking page	Promotion via ISA's digital & social media platforms
Headline Sponsor	£3000	3m	✓	(2)	✓	(2)	✓	✓	✓	✓
Annual Proprietors Dinner Sponsor	£2500	2m		(3)	✓		✓	✓	✓	✓
Drinks Reception Sponsor	£2000	2m		(2)	✓		✓	✓	✓	✓

Autumn Study Conference

12 - 13 November 2020

DoubleTree by Hilton, Coventry

Attended by approximately 120 Heads, Deputy Heads and Senior Leaders of independent schools in ISA Membership. 1^{1/2} day conference and exhibition, 1 dinner (including ISA Awards Ceremony), and the National Art Final Exhibition.

The ISA Awards is an annual event run for our Members that recognises and commends best practice in a wide range of areas. Entries run from March - July with shortlisted schools announced in September. The winners are then awarded at a Ceremony held at the dinner of Autumn Study Conference (up to 200 attending).

Sponsorship Package	Price	Exhibition stand included	Introduction to delegates by CEO	Free Dinner Tickets	Opportunity to address delegates at sponsored event	Free conference session passes	Opportunity to display branding	Sponsor feature in Electronic delegate pack	Sponsor branding on Conference Programme	Sponsor branding on Event Booking page	Promotion via ISA's digital & social media platforms	Feature in x3 ISA e-Newsletter editions	Full page advert in ISA Awards brochure	Branding on sponsored Award certificates & trophy
Headline Sponsor	£3000	3m	✓	(2)	✓	(2)	✓ *main conference room	✓	✓	✓	✓	✓		
ISA Awards Ceremony Sponsor	£2500	2m		(2)	✓		✓ *awards ceremony	✓	✓	✓	✓		✓	✓
Drinks Reception Sponsor	£1500	1m		(2)	✓		✓ *drinks reception	✓	✓	✓	✓			
Individual ISA Awards	£800 per category			(2)	✓ *present award to winner		✓ *awards ceremony	✓		✓ *awards page	✓		✓	✓

Additional Sponsorship at Conferences

We also offer companies the opportunity to sponsor products at our conferences, which offers you wider brand exposure.

Please ask per conference for availability.

Sponsorship Package	Price	Opportunity to display branding on product	Full page advert in printed Conference Brochure	Sponsor branding on Conference Programme	Sponsor branding on Event Booking page	Promotion via ISA's digital & social media platforms
Conference Brochure	£1000	✓	✓	✓		✓
Conference Lanyards	£750	✓				✓
Conference Bags	£500	✓				✓
Custom do you have anything you would like to offer delegates at our conferences?	Enquire	✓				✓