

ISA Conferences 2021/22

Sponsorship Packages



INDEPENDENT
SCHOOLS
ASSOCIATION

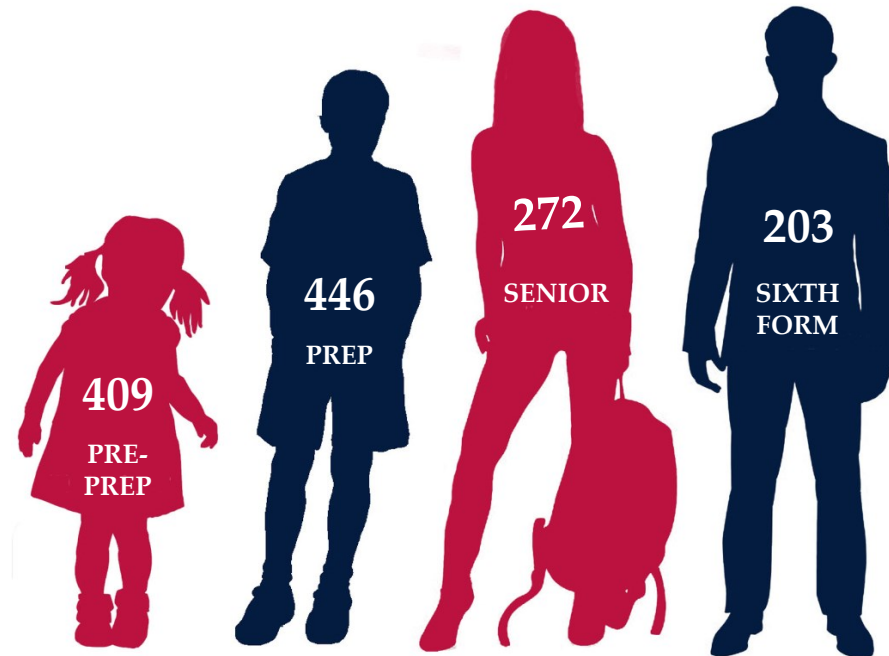
560 SCHOOLS IN MEMBERSHIP

56% PROPRIETORIAL

44% CHARITIES

89 WITH BOARDING

115,000+ 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 **535** 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, and offers access to key decision-makers.

We are pleased to be able to offer online alternatives for our yearly conferences for 2020/21. Please review this pack to find out more about the types of sponsorship we offering at these events. All packages are 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 35k+ monthly
website views**



**5000+ Followers
(up to 70k+ impressions
for ISA events)**



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



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

Proprietors Conference | Thursday 14 October | Hilton Hotel London Watford

Attended by approximately 40 Independent School Proprietors, Proprietor Heads, Senior Leaders of proprietary school chains, and those supporting proprietary schools across the sector. Bookings are not restricted to ISA members. 1 day conference, with an optional dinner and overnight stay. There is no other 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	Sponsor feature in electronic delegate pack	Opportunity to display branding	Sponsor branding on conference programme	Online company profile on event booking page	Promotion via ISA's digital & social media platforms
Headline Sponsor	£1000	3m	✓	(2)	✓	(2)	✓	✓	✓	✓	✓
Annual Proprietors Dinner Sponsor	£750	2m	✓	(2)	✓		✓	✓	✓	✓	✓
Drinks Reception Sponsor	£500	1m	✓	(2)	✓		✓	✓	✓	✓	✓

Autumn Study Conference | Thursday 11 - Friday 12 November | 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 guests 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	Online company profile on event booking page	Promotion via ISA's digital & social media platforms	Feature in x3 ISA e-Newsletter editions	Sponsor feature in ISA Awards brochure	Branding on sponsored award trophy and certificates
Headline Sponsor	£3000	3m	✓	(2)	✓	(2)	✓ *main conference room	✓	✓	✓	✓	✓		
ISA Awards Ceremony Sponsor	SOLD	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	✓		✓	

Day Conferences

We also offer companies the opportunity to sponsor at our day conferences. Contact us for more information on our upcoming events.

	Price	Opportunity to address delegates at event	Free conference session passes	Sponsorship branding on presentation slides	Sponsorship branding on programme	Online company profile on event booking page	Sponsorship promotion via ISA's email & social media platforms
Sponsorship Package	£500	✓	(2)	✓	✓	✓	✓