

# SPONSORSHIP OPPORTUNITIES

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2024-25

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# BSME SPONSORSHIP OPPORTUNITIES

BSME is pleased to provide Partner Members with the opportunity to sponsor a variety of events in 2024-25 across our conferences, professional learning events and student events.

Sponsorship at BSME events offers the opportunity to put your brand in front of decision makers and those with aligned specialist interests, and to increase awareness of your brand in person and on social media. It also affords us the ability to keep our prices for such events as low as possible, enabling more school staff and students to attend our events, offering you a wider audience and greater connections.

Alongside our popular Annual School Leaders' Conference, our Professional Learning calendar feature some exciting new additions; we are delighted to introduce our new TeacherCon event, as well as a conference for Business, Finance, HR, Operations and Marketing Managers. We also have a variety of sponsorship opportunities lined up at many of our student events.

[Annual School Leaders' Conference](#)

[TeacherCon DXB '24](#)

[Professional Learning](#)

[Student Events](#)

If you are interested in being a BSME Event Sponsor, please complete the expression of interest form [here](#) and a member of the BSME team will be in touch.

*N.B. All branding, presentations and workshops are subject to prior BSME approval.*

Sponsorship opportunities will be allocated on a first come, first served basis so book quickly to avoid disappointment!

“Being the lead sponsor for the BSME Wellbeing Conference provided Komodo Wellbeing with an exceptional exposure opportunity and the chance to meet with educational leaders. BSME, a like-minded organisation, shares our commitment to enhancing school wellbeing approaches and striving for the best outcomes for their member institutions. **We are already looking forward to the next [conference]!**”

Chris Bacon

Chief Executive Officer and Co-Founder, Komodo Wellbeing

# BSME ANNUAL SCHOOL LEADERS' CONFERENCE 2025

We anticipate more than 150 School Leaders joining us at our Annual School Leaders' Conference, taking place 28th -30th January 2025 in Abu Dhabi. This is a 2.5 day event with the exhibition open to **all UAE schools**, not just BSME member schools, on the afternoon of the 28th January, followed by 2 days of closed conference, exhibition and various opportunities to interact both professionally and socially with decision making school leaders from British schools across the MENA region.

As we offer approximately 80 exhibitor tables at this conference, we extend the following sponsorship opportunities to help you raise your profile and increase awareness of your brand with key decision makers; the BSME School Principals and Heads of School. In addition to the benefits outlined in each package below, all sponsors will receive:

- Priority selection of Exhibition Table
- Logo featured on the Annual Conference webpage and Conference App

## A CONFERENCE WITH A LEGACY OF EXCELLENCE



1987 - 24 Member Schools



1992 - 50 Member Schools



2003 - 65 Member Schools



2007 - 100 Member Schools



2017 - 112 Member Schools



2024 - 168 Member Schools

# BSME ANNUAL SCHOOL LEADERS' CONFERENCE 2025

## PLATINUM SPONSORSHIP

AED 45,000 | One Available

- Platinum exposure on the Annual Conference webpage
- Three dedicated social media posts on BSME social media channels (40,538 followers with an average of 62,365 accounts engaged per month). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (1 x Sponsor-Guided Post, 1 x Post during Conference, 1 x Thank you Post after Conference)
- Exclusive branding in the main conference hall on both days of conference (Partner Member to provide 1m roller banners, literature table drop, promotional materials, goody bags, etc.)
- Logo displayed on BSME backdrops and banners throughout the conference
- Opportunity to open Day One of the conference alongside BSME Chair and CEO
- Official vote of thanks from the BSME CEO during the Conference opening ceremony
- Your company logo on all keynote room holding slides
- A double exhibition table to exhibit, network and engage with our delegates throughout the event
- Opportunity to host a workshop session (must be either a research informed presentation/workshop or a case study in conjunction with a BSME school to highlight best practice)
- Exclusive Programme Sponsor
- Facilitated email introductions to two BSME schools
- Two free delegate places
- Opportunity to register one additional paid delegate

# BSME ANNUAL SCHOOL LEADERS' CONFERENCE 2025

## GOLD SPONSORSHIP

AED 20,000 | Two Available

### **Welcome Reception: Sunset Sips and Beach Bites 18:00 - 20:00**

Exclusive branding for the welcome drinks and bites on the beach on 28 January 2025.

- Branding to be provided by sponsor and could include items such as:
  - Banners
  - Table Decorations
  - Give-aways
  - Napkins
  - Conference Cocktail
- Short introduction and thanks at the event
- Special thanks from the BSME CEO during the Conference opening ceremony
- Two social media mentions on BSME social media channels (either pre, during and post event, tbd by BSME). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Company name to appear against the event on the Programme
- Company logo on holding screens in keynote room

### **Garden Grill and Grooves 20:00 - 22:00**

Exclusive branding at the BSME BBQ Dinner and Dancing on 29 January 2025.

- Branding to be provided by sponsor and could include items such as:
  - Banners
  - Table Decorations
  - Give-aways
  - Napkins
  - Opportunity to provide goodie bags at the dinner
- Short introduction and thanks as part of the dinner event
- Special thanks from the BSME CEO during the Conference opening ceremony
- Two social media mentions on BSME social media channels (either pre, during and post event, tbd by BSME). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Company name to appear against the event on the Programme
- Company logo on holding screens in keynote room

# BSME ANNUAL SCHOOL LEADERS' CONFERENCE 2025

## SILVER SPONSORSHIP

AED 10,000 | Five Available

**Clink and Connect Drinks Reception | One available 19:00 - 20:00**

Branding at the BSME Clink and Connect Pre-Dinner Drinks Reception on 29 January 2025.

- Branding to be provided by sponsor and could include items such as:
  - Banners
  - Napkins
  - Conference Cocktail
- Special thanks from the BSME CEO during the Conference opening ceremony
- One social media mention on BSME social media channels (either pre, during or post event, tbd by BSME). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Company logo on holding screens in keynote room



Annual Conference 2024 Drinks Reception



# BSME ANNUAL SCHOOL LEADERS' CONFERENCE 2025

## SILVER SPONSORSHIP

AED 10,000 | Five Available

### Workshop Speaker and Room Branding | Three available

- Opportunity to host a workshop session (must be either a research informed presentation or a case study in conjunction with a BSME school to highlight best practice)
- Internal branding of a workshop room (roller banners, literature seat drop, promotional materials etc.). All branding must be approved by BSME
- One social media mention on BSME social media channels (either pre, during or post event). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Company logo on holding screens in keynote room
- Special thanks and introduction made by BSME at the first workshop of the first day

### Name badges | One available

- Exclusive branding of all name badges with your company logo (all delegates, speakers, exhibitors and staff will be required to wear these at all times during the event)
- One social media mention on BSME social media channels (either pre, during or post event). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Company logo on holding screens in keynote room

### Water Bottle Sponsor | One available

- In line with our sustainability values, BSME will be providing water stations to refill water bottles instead of single use plastic water bottles at the conference. To ensure everyone has access to this facility and as a conference souvenir, reusable BSME water bottles will be given to each delegate on registration. BSME will produce the bottles which will feature both the BSME and sponsor's logo. Sponsor to cover cost of materials.
- One social media mention on BSME social media channels. All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Company logo on holding screens in keynote room

# BSME ANNUAL SCHOOL LEADERS' CONFERENCE 2025

## BRONZE SPONSORSHIP

AED 5,000 | Four Available

### Wi-Fi Sponsor | One available

- Your company logo on all wifi signage displayed around the Conference area
- Your company logo on holding screens in keynote room

### Lunch Sponsor | Two available

- Your company name and logo on tent cards at lunch tables
- Lunch sponsor visible on the conference programme
- Your company logo on holding screens in keynote room

### Name Sticker Sponsor | One available

- Your company logo on all name stickers provided to exhibition viewing visitors on 28 January (14:00 - 16:00)
- Your company logo on holding screens in keynote room



If you are interested in being a BSME Event Sponsor, please complete the expression of interest form [here](#) and a member of the BSME team will be in touch.

Gain access to a social media audience of

**60,000 +**

Total number of Member Schools and Partners  
in the BSME Community:

**293**

Your chance to gain

**“Exceptional  
Exposure”**

at some of the world's leading education conferences

# TEACHERCON DXB24

TeacherCon is a free one day event on 05th October 2024 for teachers across all disciplines and from any school and with ten themed workshop streams, there will be something for everyone! We are expecting 300+ delegates at our TeacherCon DXB24 event and are therefore offering more extensive sponsorship opportunities to our Partners for this event than at our other Professional Learning conferences.

## PLATINUM SPONSORSHIP

AED 30,000 | One Available

- Two exhibitor passes to the event and a double exhibition table for your company to exhibit, network and engage with our delegates throughout the day
- Exclusive company name and logo on all name badges (all delegates, speakers, exhibitors and staff will be required to wear these at all times during the event)
- Exclusive company logo and full page advert featured on the event programme
- Three dedicated social media posts on BSME social media channels (40,538 followers with an average of 62,365 accounts engaged per month). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (1 x Sponsor-Guided Post, 1 x Post during Conference, 1 x Thank you Post after Conference)
- Official vote of thanks from BSME during the Conference opening
- Your company logo on keynote room holding slides
- Opportunity to host a workshop session (must be either a research informed presentation or a case study in conjunction with a BSME school to highlight best practice)
- Exclusive (non-digital) branding of the keynote room and mainstage (sponsor to provide their choice of materials, e.g. roller banners, literature seat drop, promotional material, goody bags, etc., subject to BSME approval)
- Exclusive branding with your company logo and name on all Certificates of Participation (available to all delegates and speakers)
- Opportunity to brand the lunch/entrance area with 1 x 1m roller banner

# TEACHERCON DXB24

## GOLD SPONSORSHIP

AED 15,000 | One Available

- Official vote of thanks from the BSME CEO during the Conference opening
- Your company logo featured on all Wifi signage at the conference (digital and physical)
- Opportunity to host a workshop session (must be either a research informed presentation or a case study in conjunction with a BSME school to highlight best practice)
- Internal and external branding of a workshop room (roller banners, literature seat drop, promotional materials etc.). All branding must be approved by BSME
- Three social media mentions on BSME social media channels (pre, during and post event). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Your company logo on keynote room holding slides
- Opportunity to brand the lunch/entrance area with 1 x 1m roller banner

## SILVER SPONSORSHIP

AED 10,000 | Four Available

- Official vote of thanks from the BSME CEO during the Conference opening
- Opportunity to host a workshop session (must be either a research informed presentation or a case study in conjunction with a BSME school to highlight best practice).
- Internal branding of a workshop room (roller banners, literature seat drop, promotional materials etc.) All branding must be approved by BSME
- One social media mention on BSME social media channels (pre, during or after the event, tbd by BSME). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Your company logo on all keynote room holding slides
- Opportunity to brand the lunch/entrance area with 1 x 1m roller banner

# TEACHERCON DXB 2024

## Sponsorship Opportunities

### BRONZE SPONSORSHIP

AED 5,000 | Multiple Available

- Official vote of thanks from the BSME CEO during the Conference opening
- One social media mention on BSME social media channels (pre, during and post event, tbd by BSME). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (BSME has 40,538 followers with an average of 62,365 accounts engaged per month)
- Your company logo on keynote room holding slides
- Opportunity to brand the lunch/entrance area with 1 x 1m roller banner



If you are interested in being a BSME Event Sponsor, please complete the expression of interest form [here](#) and a member of the BSME team will be in touch.

# PROFESSIONAL LEARNING CONFERENCES

BSME is pleased to provide Partners with the opportunity to be the exclusive Event Sponsor at each of our professional learning conferences. These conferences are held face to face in the UAE and typically attract between 75 - 125 delegates from schools across the MENA region.

In the 2024-25 academic year, BSME will be hosting the following Professional Learning conferences:

9th November 2024 The Business of Schools Conference	8th March 2025 EYFS Conference	15th March 2025 PE Conference
19th April 2025 Teaching & Learning Conference	3rd May 2025 AI Conference	

## As a Professional Learning Event Sponsor, you will benefit from:

- Two exhibitors at the event and a double market stall space for your company to exhibit, network and engage with our delegates throughout the day
- Three dedicated social media posts on BSME social media channels (40,538 followers with an average of 62,365 accounts engaged per month). All posts to go out on LinkedIn, Twitter and Instagram Stories and the sponsor will be tagged. (1 x Sponsor-Guided Post, 1 x Post during Conference, 1 x Thank you Post after Conference)
- Your company logo on the conference programme
- A full page advert in the Conference Programme
- Exclusive branding of all name badges with your company logo (all delegates, speakers, exhibitors and staff will be required to wear these at all times during the event)
- Your company logo on all certificates of attendance
- Opportunity to host a workshop session (must be either a research informed presentation or a case study in conjunction with a BSME school to highlight best practice)

The cost of this Event Sponsorship opportunity is **18,500 AED** per conference.

# STUDENT EVENTS

Our student event calendar is extensive with more than **14,000 students** taking part in our events last year.

If you would like to support our student activities through monetary sponsorship, the provision of prizes, or if you have a different sponsorship suggestion you feel aligns with your brand and our schools, please contact our Business Manager at [business@bsme.org.uk](mailto:business@bsme.org.uk).

Sponsorship will be acknowledged on our website, via social media mentions and on competition/event emails.

View the  
2024-25  
Student  
Calendar  
[here](#)







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