

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

Guide to sponsorship and advertising opportunities at



in association with  **COBIS** COUNCIL OF
BRITISH
INTERNATIONAL
SCHOOLS

The benefits of sponsorship

Sponsors and Exhibitors will have the opportunity to:

- ❖ Build and enhance relationships with educators and school leaders from a range of leading international, private and public schools in Latin America and beyond.
- ❖ Create awareness and position their brand, products and services to an international audience.
- ❖ Demonstrate leadership and help shape the future of institutions by contributing to a dialogue on international education.

Below we have listed some suggested categories of sponsorship, however, any form of financial support is most welcome and recognition of this can be discussed with the conference organisers. Further information can be obtained by emailing hgs@stpauls.br or conference@stpauls.br or by telephoning (11) 3087-3392. Thank you.

Mrs Heather Godwin da Silva
Conference 2016 Organising Team



St. Paul's School
Rua Juquiá, 166 - Jd. Paulistano - 01440-903 - São Paulo - SP - Brasil

Nurturing Every Child

Premium Sponsor - R\$20,000+

Please contact us to discuss a bespoke sponsorship package that suits your own needs.

Platinum Sponsor - R\$20,000

Benefits include:

- ❖ Sponsor's logo on the projection screens before and after each concurrent session.
- ❖ Recognition as a Platinum Sponsor in the conference programme (both on the website and in the printed version).
- ❖ Four complimentary delegate places.
- ❖ Four additional guest passes for the cocktail reception on Saturday 19th March.
- ❖ One complimentary exhibit space location in the exhibition hall (upon request).
- ❖ Access to the hospitality suite.
- ❖ One colour advertisement in the programme guide.
- ❖ Your company logo with hot link displayed permanently on the conference website for 6 months following the Conference.
- ❖ Your logo on the master sponsors' signage panel in the school.
- ❖ Acknowledgement as sponsor at the opening and closing sessions.
- ❖ Two complimentary inserts in the delegate bag (supplied by your organisation).
- ❖ A custom email introducing the Platinum sponsorship to all registered participants prior to the conference (supplied by your organisation).
- ❖ Recognition of your Platinum sponsorship status in all web based and onsite conference marketing.
- ❖ Delegate list (emailed 2 weeks prior to and after the conference).
- ❖ Opportunity to deliver 2 one hour workshops offered to delegates.

Gold Sponsor - R\$10,000 - R\$20,000

Benefits include:

- ❖ Recognition as a Gold Sponsor in the conference programme (both on the website and in the printed version).
- ❖ Acknowledgement as sponsor at the opening and closing sessions.
- ❖ Three complimentary delegate places.
- ❖ Two additional guest passes for the cocktail reception on Saturday 19th March.
- ❖ One complimentary exhibit space location in the exhibition hall (upon request).
- ❖ One colour advertisement in the programme guide.
- ❖ Your company logo with hot link on the conference website for 6 months following the conference.
- ❖ Your logo on the master sponsors' signage panel in the school.
- ❖ One complimentary insert in the delegate bag (supplied by your organisation).
- ❖ Delegate list (emailed 2 weeks prior to and after the conference).
- ❖ Opportunity to deliver 2 one hour workshops offered to delegates.



Silver Sponsor - R\$5,000 - R\$10,000

Benefits include:

- ❖ Recognition as a Silver Sponsor in the online and printed programme guide.
- ❖ Two complimentary delegate places.
- ❖ Your company logo hot link on the conference website for 6 months following the conference.
- ❖ Your logo on the master sponsors' signage panel on-site.
- ❖ One complimentary insert in the delegate bag (supplied by your organisation).
- ❖ Delegate list (emailed after the conference).

Delegate bag / stationery sponsor - R\$10,000

All participants receive a conference bag which contains conference-related material.

Sponsor recognition includes:

- ❖ Your company logo (one colour) printed on the bags.
- ❖ Recognition as a sponsor in the online and printed programme.
- ❖ Your company logo on the conference website with hot link to your website.
- ❖ Your company logo on the master sponsors' signage panel on-site.
- ❖ Acknowledgement as sponsor at the opening session.

Conference badges - R\$2,500

Your logo will be prominently displayed on all lanyards worn by delegates during the conference. This is a high visibility opportunity to promote your brand. The sponsor must provide lanyards and submit a sample for approval prior to distribution.

Sponsor recognition includes:

- ❖ Recognition as a sponsor in the online and printed programme.
- ❖ Your company logo on the conference website with hot link to your website.
- ❖ Your company logo on the master sponsors signage panel on-site.

Complimentary gift /stationery items - R\$1,500

All participants receive a delegate bag containing conference-related material. In addition it will contain complimentary gift items, e.g. water bottle, highlighters, etc. Each item supplied by your company would have your company logo in addition to the conference logo.



Speaker fees and costs of flights

Sponsors may also wish to consider sponsoring individual speakers, either for their fee or the cost of their flight or both. Recognition of this would be made at the start of their keynote presentation plus also your company logo will appear on the welcome slide of the presentation.

Keynote Speaker	Speaker Fee R\$	Expenses R\$
Ron Berger Chief Academic Officer for Expeditionary Learning, USA	30,000	15,000
Dr Rhonda Bondie Assistant Professor in Special Education at Fordham University, New York, USA	3,000	15,000
Helen Fraser CBE Chief Executive of the Girls' Day School Trust	10,000	15,000
Sir John Jones Educational Leadership Expert	30,000	15,000
Dr Roy Lyster Professor of Second Language Education, McGill University, Canada	6,000	15,000
Margaret Maclean Director of the Vermont Rural Partnership, USA	9,000	15,000
Sir Anthony Seldon Vice-Chancellor of the University of Buckingham	10,000	15,000

