



Excellence in Leadership Conference 2025

Sponsorship Proposal

Excellence in Leadership Conference 2025

BE SEEN. BE HEARD.
MAKE A DIFFERENCE.

Join the region's most influential education leaders and position your brand at the heart of positive change in schools.



ASTON VILLA FC



THURSDAY 13TH NOVEMBER 2025





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About Us

Birmingham Education Partnership (BEP) was founded in 2013 by Headteachers for the benefit of every child in Birmingham, to bring cohesive partnership working to its' potentially disparate school community. BEP is both a charity and a company (not for profit) that is focussed on school improvement in its broadest sense. Our key workstream areas are School Improvement, Mental Health & Well-being, SEND & Inclusion and the Arts.

We have excellent relationships with maintained schools, academies, academy groups and independent schools. We work with all phases and providers of education, and we aim to replicate our success with the corporate and health care sectors.



The BEP Mission

Our mission is to secure a deeply good academic, social and civic education for every child and young person living in Birmingham.

BEP is committed to all schools being included and recognises that local, city and national connectivity is a key to success for schools at every stage of their development. BEP believes it takes a whole city to raise a child. If schools do well, then children do well and if children do well, our city will flourish.

By supporting the Excellence in Leadership Conference 2025, sponsors aren't just gaining visibility — they're actively contributing to lasting change in education.

Your sponsorship helps children thrive.

3% of all revenue is reinvested into local schools to support initiatives that improve outcomes for children and young people.



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The Conference

Our Annual School Leadership Conference, held in the autumn term, is our flagship event, bringing senior leaders together to explore four key pillars of education: Leadership, Teaching & Learning, Mental Health & Wellbeing, and Inclusion & Diversity.

This year's conference will be held on Thursday 13th November at Aston Villa Stadium.

Our Audience at a Glance

Each year, the Excellence in Leadership Conference welcomes approximately 250+ delegates, primarily comprising:

- **Headteachers and Senior Leaders** from across the education sector
- Representatives from **primary, secondary, and all-through schools**, including **maintained schools, stand-alone academies and multi-academy trusts**
- Education professionals **from across the West Midlands**, creating a highly targeted and regionally influential audience

This focused, high-quality attendee base offers sponsors a unique opportunity to connect directly with key decision-makers who are actively seeking impactful services, partnerships, and solutions to support school improvement.

Who Should Sponsor?

Ideal for:

- EdTech and learning platforms
- Recruitment and staffing providers
- Training and CPD organisations
- Mental health & wellbeing services
- Inclusion & SEND solutions

WHAT OUR SPONSORS SAY

Thank you for the opportunity to attend the LTSB conference. It was really insightful and inspiring to listen to the excellent speakers and meet a number of senior leaders from across the city throughout the day. The conversations/interactions we had with delegates were positive. We have some meetings booked in with new schools, and have already placed a few educators in some roles which is great.

- Teaching Personnel (Conference Exhibitor)

Sponsorship Packages

Bronze Sponsorship Package

£1,500 Inc. VAT

Targeted Exposure. Trusted Association.

A cost-effective way to align your brand with a leading education conference. Enjoy steady visibility and meaningful interaction with a focused, influential audience.

Bronze package includes:

- ***Exhibitor space available throughout the event***
- ***Comprehensive branding opportunities before and during the event, including:***
 - Event webpage and registration page
 - Conference programme
 - Branded lanyards
 - Email signature banner
- ***Marketing & Promotional Opportunities:***
 - One promotional piece placed on each attendee table
- ***Social Media Exposure:***
 - One dedicated social media post





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Silver Sponsorship Package

£3,000 Inc. VAT

High Engagement. Strong Brand Presence.

Ideal for businesses looking for significant exposure and promotional reach, this package delivers high-value opportunities to connect with school leaders and feature prominently across event channels.

Silver package includes:

- ***Premium exhibitor space available throughout the event***
- ***Comprehensive branding opportunities before and during the event, including company logo featured on:***
 - Event webpage and registration page
 - Conference programme
 - Branded lanyards
 - Email signature banner
- ***Marketing & Promotional Opportunities:***
 - One promotional piece placed on each attendee table
 - Half-page advert in the conference programme
- ***Social Media Exposure:***
 - Two dedicated social media posts
 - Additional social media shares/reposts





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Gold Sponsorship Package

£4,500 Inc. VAT

Maximum Visibility. Deeper Connections. Premium Impact.

This package offers the highest level of brand exposure, exclusive networking access, and priority presence across all event touchpoints — perfect for organisations seeking standout positioning and direct engagement with decision-makers.

Gold package includes:

- ***Exclusive Exhibitor Meet & Greet***
- ***Premium exhibitor space available throughout the event***
- ***Comprehensive branding opportunities before and during the event, including company logo featured on:***
 - Main stage
 - Event webpage and registration page
 - Conference programme
 - Branded lanyards
 - Email signature banner
- ***Marketing & Promotional Opportunities:***
 - One promotional piece placed on each attendee table
 - Full-page advert in the conference programme
- ***Social Media Exposure:***
 - Three dedicated social media posts
 - Additional social media sharing and reposting
- ***Receive post-conference delegate contact information and extend your impact beyond the day.***





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Package Benefits At-a-Glance

Feature	Bronze	Silver	Gold
Exhibitor Space	✓	✓	✓
Logo on Event Materials	✓	✓	✓
Social Media Posts	1	2	3
Advert in Programme	—	½ Page	Full Page
Meet & Greet Access	—	—	✓
Delegate Contact Info	—	—	✓

Get in Touch

Previous sponsors have seen outstanding engagement and gained valuable exposure to senior education leaders. With limited sponsorship opportunities available, we anticipate high demand for 2025.

To discuss the best package for your business, contact us at:



MARKETING@BEP.EDUCATION



OR VISIT: [BEP.EDUCATION/LEADERSHIP-CONFERENCE](https://www.bep.education/leadership-conference)



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