



SPONSORSHIP PACK

# 2020 BIEA STEM CONFERENCE

15 January 2020, Huxley Centre, Imperial College London

“ I am truly inspired by what we can do for good with science, it’s amazing what we could do for the world that we live in. That’s what I would encourage our young people today to focus on and to remain focused on. ”

Dr. Shaun Fitzgerald, Director of Royal Institution

## AN INVITATION FROM THE TEAM

British International Education Association (BIEA) is a non-profit organisation that has been working around the world since its foundation to promote the best of British education practice overseas. As part of this effort, BIEA hosts an annual STEM Conference bringing science and education leaders together through a connected technological and ecological theme.

The theme of the 2020 STEM Conference is STEM (Stop) the Tide of Plastic Pollution. With nearly 9 million tonnes of plastic entering the ocean each year, this topic has been prominently featured in the news this year. The devastating impact of human activity on our planet has become ever more apparent. The BIEA STEM Conference is designed to be a forum to discuss how technology can be used to help preserve our environment and the wildlife that lives in it for future generations. STEM educators, ecologists and conservation experts from around the world gather together to share knowledge and learn from each other how to engage students in STEM learning.

The conference will draw some of the best and most relevant speakers from both academia and conservation across the world.



“We invite you to become a part of our dedicated mission to promote STEM success as a valued sponsor, for which we can provide an effective platform of exposure and engagement for your organisation.”

David Hanson, BIEA STEM Chairman



“

*It was fascinating to hear the latest research on drone technology and how it was used in animal conservation projects.*

”

Jessica Rowbury, Journalist, Europa

## WHY SPONSOR THE CONFERENCE?

- The conference focuses on important global topics of concern worldwide.
- The event is published in well-known media, and reported on comprehensively.
- Cutting-edge technology is focused, with comments from world leading experts.
- In depth discussion is presented, with key speakers and specific focus on the future.
- Highlights continue after the event, as the BIEA International STEM Youth Innovation Competition launches at the conference. Providing long lasting exposure for your organisation.
- The world’s top universities and leading academics attend the conference, as well as industry decision-makers, headteachers from schools and interested university students.
- Multinational organisations attend and take part in the conference, including blue-chip companies such as Microsoft, BT, TAC and others previously.
- Support is provided from responsible institutions such as the UK Department of International Trade, and the British Council.





Even as an outsider to the STEM education, I really enjoyed the conference and to have that stimulation of mind.



John Beeston, Director, Bryan James & Co Ltd.

## SPONSORSHIP BENEFITS

- Raise brand awareness for your products, services and business objectives and foster brand loyalty to a global audience.
- Provide new networking and business opportunities.
- Create positive rolling brand, Corporate Social Responsibility (CSR) and PR opportunities to raise awareness of your organisation and enhance your company profile.
- Generate emotional commitment to your brand and engage with your employees and future workforce through BIEA events and programmes.
- Allow you to interact with and inspire the next generation of young people considering careers in STEM disciplines.
- Act as corporate hospitality to promote good relations with your clients.



“

The STEM Conference has been a very inspirational afternoon for me and my students.

”

George Dalidovich, Teacher, Earlscliffe School

## PR AND MARKETING

Sponsorship is key to powerful marketing and PR, offering significant benefits as well as showing support for the event. With this in mind, you can find many opportunities to broaden your competitive advantage by increasing your credibility, image and prestige in sponsoring events, boosting your attractiveness to your target market.

Depending on which package is right for you, benefits include:

- Media editorial in press achieved via press releases and feature articles creating positive publicity/heightening visibility.
- Branded publicity materials to include event leaflets, posters and entry forms across a range of marketing/PR channels.
- Content and company logo on a dedicated event website.
- Online and external marketing activity.
- Social media via existing BIEA Twitter, Facebook, Instagram channels and other partner organisations.

By supporting BIEA STEM Conference 2020 you will demonstrate:

- Corporate Social Responsibility (CSR): demonstrate a commitment to improving diversity within the business community.
- Employee Loyalty: reinforce reputation as a caring and progressive employer among existing and potential employees.
- Networking: Opportunities to make new contacts among prospective/existing customers.



## ENGAGE AND SUPPORT CONFERENCE SPONSORSHIP PACKAGES

### SILVER SPONSOR

**£8,000 GBP + VAT**

The silver package includes the following:

- Pre-conference promotional materials that will display sponsor's name.
- Pre-conference activities, displaying the name of the sponsor in publications.
- Competition website showing sponsor's logo (for a full 12 months).
- Conference invitation/ mailing display with sponsor's logo.
- Conference background banner board printed with sponsor's logo.
- Conference large screen display featuring sponsor's logo.
- 2 VIP guest tickets.

### GOLD SPONSOR

**£15,000 GBP + VAT**

The gold package includes the following:

- All Silver Sponsor Benefits.
- 1 roll up banner placement at the conference.
- Special thanks from the Chairman at the conference opening.
- 1 Conference exhibition table featuring sponsor products/info.
- Conference official launch email showing sponsor's logo.
- Competition Awards Ceremony acknowledgments in July 2020.
- 4 VIP guest tickets.

### PLATINUM SPONSOR

**£30,000 GBP + VAT**

The platinum package includes the following:

- All Gold Sponsor Benefits.
- Conference sponsor logo production costs included.
- Special thanks and acknowledgement from the Chairman at the opening and closing speeches.
- Competition global launch, one VIP guest on stage for ribbon-cutting event.
- Large screen live broadcasting sponsor commercials.
- BIEA interview with a short video, to be broadcasted on BIEA's media channels (choice of an interview or discuss with experts format).
- During the competition period, email sent to 30,000 schools globally with sponsor message and logo encompassed.
- 10 VIP guest tickets.

Additional options for supporting a customised sponsorship programme

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|---|------------------|
| 1. Speakers session sponsorship                   | £4,000 GBP + VAT |
| 2. Panel discussion sponsorship                   | £4,000 GBP + VAT |
| 3. Student/teacher training programme sponsorship | £4,000 GBP + VAT |
| 4. Networking reception sponsorship               | £6,000 GBP + VAT |

Please do get in touch as we have a range of compatible sponsorship programmes to suit all budgets.



# BRITISH INTERNATIONAL EDUCATION ASSOCIATION

## Contact Details:

Find out more about how your business can get involved, get connected and bring STEM to life for thousands of young people.

## Get in touch:

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