



# Dotting the i's

intent • implementation • impact



## afPE 2019 National Conference Sponsorship Opportunities

St George's Park, Staffordshire • 8th and 9th July 2019

# Conference Outline

The Association for Physical Education (afPE) will host its annual conference on 8th and 9th July, 2019 at St George's Park, Staffordshire.

The conference attracts delegates nationally; comprising of Physical Education, School Sport and Physical Activity professionals.

The conference is supported by key partners including Government agencies such as DfE, Ofsted, Sport England and Active Partnerships, and offers excellent opportunities to network and share best practice.

The PE and Sport Street will open for delegates to visit from 12.30pm Monday 8th July, closing at 3.30pm on the 9th July.

The street aims to provide delegates with the latest innovations and products from the selected and quality assured private, public and commercial sector to support PESSPA professionals in their delivery.

The PE and Sport Street is an essential part of conference that is extremely popular with delegates, business associates, exhibitors and sponsors.



# Conference Opportunities

Throughout the duration of the annual conference there are various options available for sponsors to engage with delegates and we would welcome the opportunity to discuss your requirements to ensure maximum marketing exposure.

If you wish to include additional items or events (not listed) within the conference package we can tailor an appropriate bespoke opportunity to ensure that it meets the exact requirements of you as a valued sponsor.

Sponsors are guaranteed exclusivity within your selected area. The amount of sponsorship is not revealed to any other party.

## Opportunities available:

To be part of a unique team in supporting the afPE annual PE conference

Potential marketing opportunities for exhibitors and sponsors include:

- **Pre-conference promotional materials including:**
  - afPE members' newsletters
  - afPE newsflash promoting all exhibitors and sponsors (with relevant weblinks)
  - Exhibitor/sponsor synopsis and logo in conference programme
- **Conference support materials** – including signage, table information, dinner programmes, notice boards etc
- Full page advertisement in afPE's termly journal 'Physical Education Matters'
- Website – the conference is promoted via the afPE website – [www.afpe.org.uk](http://www.afpe.org.uk) and has a unique presence at [www.afpeconference.org.uk](http://www.afpeconference.org.uk)
  - Presence on the conference related pages
  - Hyperlinks to the exhibitors/sponsor website
  - Opportunities to sponsor the afPE newsletters

Invitation to the conference dinner which will provide additional opportunities to network with delegates and the afPE Board and key stakeholders

Please visit [www.afpeconference.org.uk](http://www.afpeconference.org.uk) to select and book your exhibition spaces

# Sponsorship Opportunities

## Headline Sponsor – 1 package only £4,000 + VAT

The headline sponsor will be acknowledged as the premium supporter of the conference, enjoying maximum exposure both before and during the conference, with a high level of priority branding in all documentation, website and on-site signage. In addition, the headline sponsor will have the opportunity for a pop-up stand in the welcome area of the conference venue to showcase their products/services at the event. This is in addition to all the regular sponsorship benefits shown below.

### Before the conference:

- Complimentary one year membership to the afPE Business Associate scheme (if you are already a member, this will bolt on to your existing membership for a further year)
- Listing as Headline Sponsor on conference booking website
- Listing as Headline Sponsor on afPE website with a link to own site
- Exposure, support and introductions to major key stakeholders
- One full page colour advert in PE Matters (edition of you choosing)
- Your logo/name on all conference promotional material
- Your logo/name on all pre conference communications
- Promotion on Social Media platforms

### During the conference:

- 5m x 2m premium position exhibition space
- Your logo/name on all on-site signage including presentation in the main room and all syndicate rooms
- Your logo profiled for the duration of the networking dinner
- 4 VIP tickets to the networking evening and overnight accommodation ( 2 twin rooms)
- Invitation to speak at the networking drinks reception and/or dinner
- Verbal acknowledgement during the conference delivery
- Promotion on Social Media platforms

### Post conference:

- Details listed on afPE website with a link to your own site
- Your name/logo on our follow-up email to all delegates, including evaluations, promotional material
- Details listed on the conference website with a link to your own site
- Promotion on Social Media platforms

# Additional Opportunities

## Drinks Reception and Networking Sponsor £2,000 + VAT guide price

The main exhibition foyer is a great place for networking and relaxing with the delegates. This opportunity includes a premium exhibition space at the heart of the action and the opportunity to host the evening drinks reception ahead of the gala dinner.

## Individual afPE Awards Category Sponsors £1,000 + VAT guide price

As an individual sponsor for an award, alongside all the regular benefits of sponsorship you will have the opportunity to be involved in the judging process and announce the winner on stage.

## Keynote Speakers and Interactive Workshop Sponsors Price on Application

### Benefits for sponsors include:

- Your organisations name to appear on all invites and marketing of the event as 'sponsored by'.
- Logo on website under sponsors section.
- Logo's included in any pre event press and advertising.
- Opportunity for sponsors to contribute to goody bags for the delegates.



# Additional Opportunities

## Conference Seat Drop £200 + VAT

- An opportunity to place one A5 or A4 flyer on all seats in the main conference auditorium
- Organisations must supply 250 copies of their flyer by a specified date, details of which will be supplied

## Advertisement in the delegate programme

An opportunity to have a colour advertisement of your design produced in the conference delegate programme:

Full page	£200 + VAT
Half page	£100.00 +VAT
Quarter page	£75.00 + VAT

Other Sponsor options:

Table wine (2 bottles per table)	£750 + VAT
Sponsor the MC for the evening	£700 + VAT
After dinner entertainment	£500 + VAT
afPE dual branded water bottle	£1000 + VAT or goods in kind
Lanyards and badges sponsor	£750 + VAT
Delegate pack inserts	£250 + VAT (maximum of 5)

# Contact Us

On behalf of afPE we would like to thank you for your interest in supporting our annual conference.

If you require any additional information please do not hesitate to contact us:

**Lesley Allsop – Yarrington Limited – 01743 234910**  
**lesley@yarrington.co.uk**





Please visit [www.afpeconference.org.uk](http://www.afpeconference.org.uk)