



Teach Portsmouth Awards sponsorship

SPONSORSHIP OPPORTUNITIES 2020

A message from Sarah Christopher, Portsmouth Education Partnership and School Inclusion Manager

Dear colleague,

I really value our partners here in Portsmouth and their involvement with celebrating teaching in the city. Our annual awards ceremony is one way of doing that - a prestigious evening to celebrate the achievements of our colleagues across Portsmouth.

To help make this aspiration a reality, we rely on the goodwill of organisations to help make the event possible. Sponsorship enables us to host an awards ceremony Portsmouth can be proud of - your support towards this goal is invaluable. Whether you're considering us for the first time or would like to contribute again, we've tailored our sponsorship packages to meet your needs.

This year, we'll be celebrating the contribution of teachers across a month instead of just one week, enabling us to do more and showcase you in new ways.

As always, in return for financially supporting the event, you get a range of benefits that match your contribution level. We'll work with you every step of the way to ensure that you get maximum exposure while ensuring our ambition to celebrate teachers in Portsmouth is met.

Once again, thank you for taking the time to consider supporting the Teach Portsmouth Awards. With your help, we can highlight the incredible achievements teachers have made in our city.

Many thanks,

Sarah Christopher
PEP and School Inclusion Manager



Image 1: The grand auditorium inside Portsmouth Guildhall, where the awards will take place

Make the Teach Portsmouth Awards 2020 a reality

This year, the Teach Portsmouth Awards will be held at Portsmouth Guildhall in the centre of the city. For hundreds of years, this venue has celebrated civic life and we are proud that the Teach Portsmouth Awards will continue in this tradition.

The new 300 capacity venue will welcome education professionals from across the city to celebrate the incredible work of teachers on Friday 9 October. The event will begin with a glamorous drinks reception then proceed onwards to the main auditorium for food and the awards gala.

The role of sponsorship

Sponsorship helps to make the awards a reality, enabling us to celebrate the diverse achievements of Portsmouth's teachers. In 2020, we will be celebrating for a whole month with a school-based competition, promotion of inspirational Portsmouth based news and stakeholder engagement.

As a sponsor, you will have more opportunities than ever before to showcase your products and services during the awards ceremony and throughout Teach Portsmouth month.

Our aspirations

Teach Portsmouth month (5 - 31 October 2020) will extend our marketing activities beyond one week. It will enable us to do more, making the most of your contribution, while promoting the work of our colleagues across Portsmouth. Our aspirations:

- Engage with even more schools across the city in terms of award nominations
- Focus on literacy standards by basing our schools-based competition on the written word
- Maximise promotion of Teach Portsmouth and partners to a wider audience
- Promote Portsmouth as a place to live and work as a teacher

Sponsorship levels explained

Your feedback matters - that's why this year we have introduced new opportunities for you to get involved with during Teach Portsmouth month. While your sponsorship funds the main Teach Portsmouth Awards event, you will also be contributing towards the wider activities throughout Teach Portsmouth month.

Feedback from last year showed that sponsors wanted more ways to promote themselves at the awards ceremony. With this in mind, the new tiered sponsorship balances value with the benefits of wider publicity at and beyond the main event.

The gold, silver and bronze packages define the benefits available to you as a sponsor. Each package has limited availability and will be allocated to partners on a first come first served basis.

Packages at a glance

To qualify for the award packages, you should be aware of the following:

Gold	<ul style="list-style-type: none">• Up to 4 places for gold sponsorship only
Silver	<ul style="list-style-type: none">• 10 award categories but only 6 available for sponsorship at silver level
Bronze	<ul style="list-style-type: none">• Must have 15 employees or less working for them• Bronze level sponsorship capped at a maximum of 15 packages

Applying for sponsorship

All sponsorship packages will be allocated on a first come first served basis. As some of our higher tiered packages are limited we are unable to hold packages for any longer than 24 hours.

- Before contacting us, please ensure you have the package cleared with a senior team leader or head teacher
- Payment must be made within 30 days of the invoice date
- Once paid, the team will begin working with you on sponsorship rewards

If you are interested in sponsoring, send an email to teachportsmouth@portsmouthcc.gov.uk and one of the team will come back to you to confirm.

Sponsorship in kind

We recognise that not all partners are able to give financially but can support the awards in other ways. Because of this, any offer of 'sponsorship in kind' will be reviewed on a case by case basis.

Perhaps you operate a business which provides PA equipment or can offer expertise that would benefit the event. If the event can benefit from what you offer and is accepted, your business will receive bronze level rewards worth £250.

Sponsorship packages explained

This year, we have increased the benefits that our sponsors receive ensuring you get a cost-effective brand awareness package that meets your needs.



Gold level sponsorship - £3,000 + VAT

+ Premium package + Maximum exposure + Limited availability (4 packages)

The premium sponsorship level gives you increased visibility on Teach Portsmouth channels during the event. There are 4 gold tier packages in total, giving you a prime position where it matters most.

- Prominence in pre-event marketing including our newsletters
- Award category named after your organisation
- Invitation for up to 3 people to our VIP reception
- Branding on all tangible materials, on screen presentation and inside programme
- Special mentions during the awards ceremony
- VIP seating reserved for your organisation at the front of the auditorium
- Photo opportunities with our distinguished guests
- Sponsorship of one award category and presentation to winners
- Inclusion in all event media releases
- Your company branding included on our website for 12 months
- Exhibition stand for your company collateral at the ceremony
- Special company advert inside ceremony brochure
- Your company branding included on marketing material for Teach Portsmouth month



Silver level sponsorship - £1,500 + VAT

+ Guaranteed award sponsorship + Enhanced visibility and brand awareness

The silver package is designed for those interested in sponsoring a specific award and presenting it. The package provides the perfect opportunity to build brand awareness as well as promote your services to over 300 delegates on the night.

- Award category named after your organisation
- Present award to winner
- Company branding included on the website for 12 months
- Exhibition stand for company collateral
- Company logo included in awards brochure



Bronze level sponsorship - £250 + VAT

+ Low cost brand awareness + High impact solutions + Limited availability

The bronze package is designed for small businesses who employ 15 people or less. Get high impact awareness for minimal outlay during the build-up to and during the event.

- Logo featured on website
- Logo in awards ceremony brochure on sponsors page
- Discounted rate for adverts inside awards brochure

Compare sponsorship rewards

See what rewards you receive and at what sponsorship level

Rewards	Gold	Silver	Bronze
Prominence in pre-event marketing	✓	×	×
Invitation to awards VIP reception	✓	×	×
Branding inside programme, on screens and all tangible materials	✓	×	×
Special mentions during awards ceremony	✓	×	×
VIP seating reserved	✓	×	×
Photo opportunities with distinguished guests	✓	×	×
Inclusion on all event press releases	✓	×	×
Special featurette inside event programme	✓	×	×
Sponsorship of one award category and presentation of award	✓	✓	×
Exhibition stand	✓	✓	×
Company logo on website for 12 months	✓	✓	✓
Logo on sponsors page inside event programme	✓	✓	✓

What's next?

Your contribution towards the Teach Portsmouth Awards 2020 will enable us to deliver an event Portsmouth deserves. With more rewards for you than ever before, your sponsorship will enable us to celebrate the incredible work of teachers locally.

If you're interested in any of our sponsorship packages, please contact teachportsmouth@portsmouthcc.gov.uk to send an official expression of interest. Please remember:

- Before contacting us, please ensure that you have the package cleared with a senior team leader or head teacher
- Payment must be made within 30 days of the invoice date
- Once paid, the team will begin working with you on your sponsorship rewards