

# Black Leadership Group Annual Conference Hybrid

## 21 March 2024



Activist. Authentic. Authoritative.

## Sponsorship and partnership opportunities

In 2024, the Black Leadership Group will stage a hybrid conference like no other, and you can help us make it happen.

This high profile event, on 21 March, the UN's [International Day for the Elimination of Racial Discrimination](#), will bring together people in-person, in each nation of the United Kingdom, to discuss and shape actions for achieving an anti-racist society and ethnic equity for all.

These face-to-face activities, however, will also be linked online, ensuring this is a truly cross-nation meeting of minds. The conference will share simultaneously, UK-wide, a keynote address, film and panel discussion. We'll then switch to workshops at the venues to be confirmed in England, Scotland, Wales and Northern Ireland, for rich, face-to-face discussions before re-uniting online for summaries and calls to action.

This is no talking shop. This is a unique, unprecedented platform for cross-nation, cross-sector action against racism. And it is hybrid - a blend of in-person and online - because we're responding to the demand for more face-to-face engagement post-pandemic lockdown. People want to meet in person to tackle the issues together.

What the last few years has taught us, however, is that we can use technology to extend our reach to collaborate with like-minded activists and allies. With video conferencing links, we will bring together activists from the four nations for a truly united approach to progressing anti-racism.

As an event partner or sponsor, you are helping to deliver this conference, playing a key role in staging a unique event with a critically important purpose: to drive progress in ethnic equity nationwide and in the elimination of racism. Your brand will be associated with a highly innovative event packed with high quality content. Our sponsorship deals will give your organisation commercial and thought leadership opportunities, before, during and after conference.

## Who this conference is for

- **Senior executive leaders in education, including**
  - school headteachers
  - FE college CEOs and Principals
  - sixth-form college CEOs
  - Vice-chancellors and senior managers in higher education

- Members of governing bodies in education
  - Educators, such as teachers, lecturers, course leaders and curriculum developers
  - Human resources leaders in schools, colleges and universities
  - Representatives of associations and other industry bodies with responsibilities for promoting ethnic equity in education
- **Decision-makers in industry**
    - Employers and senior managers in organisations
    - Human resources leaders across sectors
    - Businesses developing Diversity, Equity and Inclusion (DEI) strategies
    - DEI leads in private, public and third sector organisations
    - Representatives of associations and other industry bodies with responsibilities for promoting ethnic equity in the workplace
    - Heads of learning and development programmes
    - Heads of sustainability and CSR
- **Influencers and professionals in diversity, equity and inclusion**
    - Researchers in anti-racism, diversity, equity and inclusion
    - DEI professionals looking for CPD opportunities
    - Anyone with a DEI role in the workplace

## Conference features

- Keynote speeches from leading figures in the campaign for ethnic equity
- Working papers from top speakers in ethnic equity and anti-racism - this is your event to add impact to your research or thought leadership, so why not launch your paper here
- Case studies and insights from the campaigners on anti-racism
- Workshops on the critical topics in ethnic equity and anti-racism
- Exhibitions showcasing leading products and services
- Thought leadership with Ethnic Equity in Education (FE) report publication
- In-session opportunities to interact and engage with like-minded individuals and organisations across the UK
- Micro-credentials or CPD rewards for participation
- Networking opportunities to meet your peers
- Exclusive conference report for attendees only
- Supported by many of the leading organisations in education
- Excellent transport links to and from the conference venues

## Promotion of the conference

As a sponsor or partner of the Black Leadership Group Annual Conference 2024, your brand will reach a nationwide audience of many thousands. Become a conference sponsor or partner and see brand association with

- In-venue and online branding
- Exhibition spaces
- Social media platforms
- Media features in leading media outlets
- Email newsletters
- Conference marketing
- Post-conference report

## Sponsorship opportunities

### Conference Partner

Support the conference programme, contribute content, raise your brand profile and be part of the media buzz around the event. As conference partner, you will

- play a supporting role in the conference
- be published in FE media as thought leaders in ethnic equity in education
- be promoted through conference channels, including the website, film and social media, as a thought leader in ethnic equity
- deliver a welcome speech and get opportunities to contribute
- position your brand at the forefront of the year's premier conference in anti-racism and ethnic equity
- prime exhibition space at your venue of choice
- and much more - see Conference Partner benefits table below

### Media Partner

Work with us to promote ethnic equity to your audiences and readerships. As Media Partner, you will

- position your brand at the forefront of 2024's premier conference in ethnic equity
- co-brand and support delivery of digital marketing campaigns to promote conference
- provide a high quality channel for previewing and reporting on the conference
- gain privileged access to report on our conference sessions and workshops

- and much more - speak to us about a tailored Media Partner package

## Sponsorships

### Gold sponsors

Our top sponsorship package for raising brand profile before, during and after the conference

- Thought leadership opportunities to raise profile as a leader in your field
- be promoted through conference channels, including the website, film and social media, as a thought leader in ethnic equity
- position your brand at the forefront of 2024's premier conference in ethnic equity, throughout the venues and across marketing
- feature in the post-conference report
- invitations to attend conference
- and much more - see partnership and sponsorship benefits table below

### Supporting Sponsors

An affordable sponsorship package for companies and organisations wanting brand association with 2024's leading conference in ethnic equity and anti-racism

- be promoted through conference channels, including the website, film and social media, as a thought leader in ethnic equity
- position your brand at the forefront of 2024's premier conference in ethnic equity, throughout the venues and across marketing
- feature your brand in the post-conference report
- invitations to attend conference
- and much more - see partnership and sponsorship benefits table below

### Partnership and sponsorship benefits table

Benefits	Conference Partner	Media partner	Gold sponsor	Supporting sponsor
Supporting conference organisation	✓			
Partner logo in conference promotion by media sponsors and partners of the conference	✓	✓	✓	

Benefits	Conference Partner	Media partner	Gold sponsor	Supporting sponsor
Partner logo featured in all social media designs for digital marketing of conference	✓	✓	✓	
Reference to partner in press releases at the beginning of the conference's media campaign	✓		✓	
Thought leadership blog on conference website pre-conference, shared via conference digital channels	✓			
Featured in media partner editorial articles before conference	✓			
Part of panel discussion for pre-conference webinar or podcast	✓			
Partner/sponsor logo featured in marketing e-mails before, during and after conference	✓	✓	✓	
The partner's logo features on the badge holder	✓	✓	✓	
Partner/sponsor logo featured on registration platform	✓	✓	✓	✓
Partner/sponsor logo featured in conference advertising campaign	✓	✓	✓	✓
Partner adverts posted at venues	✓	✓	✓	✓
Special 20-second appearance in conference film	✓			
Partner/Sponsor logo appears at end of conference film	✓	✓	✓	✓
Partner/sponsor media interviews before launch of the conference	✓		✓	

<b>Benefits</b>	<b>Conference Partner</b>	<b>Media partner</b>	<b>Gold sponsor</b>	<b>Supporting sponsor</b>
Partner media interviews during conference event	✓		✓	
Partner logo featured on organising and attendance team's badges	✓	✓	✓	✓
Partner/sponsor logo featured on home page of website conference page	✓	✓	✓	✓
Partner/Sponsor logo featured on banners at venues	✓	✓	✓	✓
Partner logo featured on main platform background of conference	✓	✓	✓	✓
Partner/sponsor logo featured on general e-invitation cards to attend conference by size of sponsorship	✓	✓	✓	✓
Partner/sponsor logo featured in event campaign via social media	✓	✓	✓	✓
Partner/sponsor logo included in final report of conference	✓	✓	✓	✓
Partner/sponsor speech included in final report of conference	✓	✓	✓	✓
Deliver copies of conference photos and documentary film's final report	✓	✓	✓	✓
Partner's logo on screens of workshop	✓	✓	✓	✓
Exclusive access to report on conference sessions and workshops		✓		
<b>Pricing</b>	<b>£4,950</b>	<b>Talk to BLG for bespoke price based on what we can deliver together</b>	<b>£2,950</b>	<b>£1,450</b>

## **Conference contact**

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