

Sponsorship Brochure



Explore Sponsorship Opportunities
at our upcoming **Professional
Learning Events, Annual
Conference, TeacherCon and
Student Events**



Sponsorship Opportunities

BSME is pleased to provide our Partner Members with the opportunity to raise the profile of their brand through sponsorship of a variety of events in the coming academic year across the range of our conferences, professional learning events and student events.

Sponsorship at BSME events offers the opportunity to put your brand in front of decision makers and those with aligned specialist interests, and to increase awareness of your brand, both in person and through social media.

Alongside our popular Annual Leadership Conference, our Professional Learning calendar features a host of exciting offerings, including the ever-popular EYFS Conference, as well as some new additions such as the BSME Leadership Retreat. We also have a variety of sponsorship opportunities available at many of our student events including our renowned Student Games, which had over 4000 participants last year.

Annual School Leaders' Conference

TeacherCon

Professional Learning

Leadership Retreat

Student Events

If you are interested in being a BSME Event Sponsor, please [contact Tanya Rattan](#), our Membership and Services Lead, for further information.

N.B. All branding, presentations and workshops are subject to prior BSME approval.

Sponsorship opportunities will be allocated on a first come, first served basis, so please book quickly to avoid disappointment.

BSME Annual School Leaders' Conference 2027

Our last Annual School Leaders' Conference was attended by approximately 200 School Leaders and the next one will be taking place from **Tuesday, 2nd to Thursday, 4th February 2027 in Abu Dhabi**. This is a 2.5 day event, featuring a full professional learning programme and a partner exhibition, exclusive to BSME Members, with various opportunities to interact both professionally and socially with decision-making school leaders from British schools across the MENA region.

The Annual Conference will offer exhibitor space to approximately 75 partner members and alongside this we are pleased to extend the following sponsorship opportunities, designed to help you raise brand profile and increase awareness with key decision-makers; BSME School Principals and Heads of School. **In addition to the benefits outlined in each package below, all sponsors will receive:**

- A choice of exhibition table location (if sponsorship is confirmed by 31st October 2026)
- Your logo featured on the Annual Conference webpage and Conference App



Headline Sponsor

AC27

AED 80,000

- Opportunity to open Day One of the Conference, alongside BSME CEO, Debra Forsyth, and BSME Chair, Mark Leppard
- Official vote of thanks during the Conference opening
- Sole branding in the main conference room throughout the conference (excluding student sessions). This may include banners, small table decorations etc.
- Opportunity to deliver a thought leadership workshop session (subject to BSME approval)
- Company logo featured on all official Conference name badges
- An extended exhibition space
- Three company exhibitor places
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Opportunity to provide promotional materials to guests at check-in/registration (subject to BSME approval)
- Your company logo on all holding slides in the main conference room
- Headline exposure on the Annual Conference page of BSME's website
- Three social media posts on BSME's LinkedIn page
- Opening pop-up advert on the official Conference app
- Sponsor recognition on the official Conference app
- Full page advertisement in the BSME Newsletter
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

[Enquire About Headline Sponsorship](#)

Student Sponsor

AC27

AED 50,000

- Official vote of thanks to be given by the BSME CEO at the student panel session
- An extended exhibition space
- Two complimentary exhibitor places
- Opportunity to book one additional paid delegate
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Your company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- Two social media mentions on BSME's LinkedIn page
- Half-page advertisement in the BSME Newsletter
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

[Enquire About Student Sponsorship](#)

“The student sessions were a standout moment - it was lovely to see the calibre of students coming out of the BSME schools.”

-Nadia Rahman, Sherborne Qatar

Dinner & Drinks Sponsor

AC27

AED 50,000

- Exclusive branding at the official conference Dinner and Drinks (sponsor to provide branding, subject to BSME approval)
- Short introduction to be given by BSME CEO or BSME Chair
- An extended exhibition space
- Two complimentary exhibitor places
- Opportunity to book one additional paid delegate
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Your company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- Two social media mentions on BSME's LinkedIn page
- Half-page advertisement in the BSME Newsletter
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

Enquire About Conference Dinner & Drinks Sponsorship



Welcome Reception Sponsor

AC27

AED 35,000

- Exclusive branding at the official conference Welcome Drinks (sponsor to provide branding, subject to BSME approval)
- Short introduction and thanks at the event to be given by BSME CEO or BSME Chair
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- Two social media mentions on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

[Enquire About Welcome Reception Sponsorship](#)

“The Welcome Reception was a true highlight of the Conference. We felt this was the best opportunity to strengthen relationships.”

-Chris Riding, Harness Foods

Workshop Room Sponsor

AC27

AED 20,000 | 3 Available

- Exclusive sponsorship of a workshop room, including room branding throughout the Conference
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

Book Swap Sponsor

AC27

AED 15,000

- Co-branding, with BSME, of all bookmarks with your logo, to be inserted into the books. Delegates will be able to select one book each
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

[Enquire About Sponsorship](#)

Bag Sponsor

AC27

AED 15,000

- Co-branding, with BSME, of all bags, with your logo, to be offered to all delegates upon registration
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

Notebook Sponsor

AC27

AED 15,000

- Co-branding, with BSME, of all notebooks with your company logo
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

[Enquire About Sponsorship](#)

After-Party Drinks Sponsor

AC27

AED 15,000

- Co-branding, with BSME, of drinks tokens displaying your company logo. Provided to all attendees and valid for one complimentary beer, wine or soft drink once the BSME-hosted allocation has concluded.
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

Charging Table Sponsor

AC27

AED 10,000

- Co-branding, with BSME, of two charging stations displaying your company logo and placed in prominent locations
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

[Enquire About Sponsorship](#)

Lunch Sponsor

AC27

AED 7,500 | 2 Available - One will be Meat Free

- Your company name on tent cards at food tables on one day of the conference
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

Enquire About Sponsorship



“...it was one of the most well run conferences I have been to for a long time. This is really important to Schoolbox as we travel so far and need to be super organised.”

-Grant van der Kruk, CEO, Schoolbox

Pre-Conference Activities

AC27

AED 7,500 | 4 Available

- Opportunity to provide branding at the sponsored activity - BSME to arrange
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2026)
- Company logo on all holding slides in the main conference room
- Sponsor recognition on the official conference app and the Annual Conference page of BSME's website
- One social media mention on BSME's LinkedIn page
- Featured in a dedicated sponsor e-shot to all school members in the month before Annual Conference
- Priority access to a plenary Partner Pitch presentation slot

The Activities we will be offering are:



**Golf
Tournament**



**Padel
Tournament**



**Abu Dhabi
Mangroves
Visit**



**Arabic
Breakfast
& Cooking
Class**

Enquire About Pre-Conference Activities Sponsorship

TEACHERCON

Saturday, 3rd October 2026: **TEACHERCON DXB26**

Saturday, 14th November 2026: **TEACHERCON KSA26**

Saturday, 27th March 2027: **TEACHERCON DOHA27**

BSME will be kicking off our exciting Professional Learning Calendar for the 2026-27 academic year with **TeacherCon DXB26, taking place on 3rd October 2026**. Due to popular demand, we are delighted to also be bringing our signature event to KSA in 2026, with the launch of **BSME TeacherCon KSA26, taking place on 14th November 2026**. This will be followed by **TeacherCon DOHA27 on 27th March 2027**. All three conferences will be in-person, one-day events that promise to deliver fresh perspectives on teaching methodologies, insightful takes on the latest trends and best practice, as well as unparalleled networking opportunities.

TeacherCon offers an alternative range of sponsorship packages, in contrast to our traditional professional learning events. Please take the time to view all opportunities available and reach out if you are keen to pursue any opportunities.

Headline sponsorship of TeacherCon includes an exhibition table and two exhibitor places.

Headline Event Sponsor

TeacherCon

AED 20,000

- Two delegates and a double table space in the exhibition area
- Your company name and logo exclusively on all name stickers
- Opening pop up advert on the official conference app
- Three dedicated social media posts on BSME's LinkedIn page
- Official vote of thanks from BSME and company logo on conference opening slide
- Opportunity to host a workshop session
- Exclusive, non-digital branding of the opening conference room and stage
- Opportunity to brand the entrance area, subject to BSME approval
- Your company logo featured on WiFi signage at the conference
- Featured as a sponsor on the official conference app

Workshop Room Sponsor

TeacherCon

AED 10,000

- Internal and external branding of a workshop room for the conference duration
- Official vote of thanks from BSME and company logo on conference opening slide
- Opportunity to host a workshop session, content subject to BSME approval
- Two social media mentions on BSME's LinkedIn page
- Featured as a sponsor on the official conference app

[Enquire About Sponsorship](#)

Tote Bag Sponsor

TeacherCon

AED 10,000

- Co-branding, with BSME, of tote bags with your logo, to be offered to all delegates upon registration
- Official vote of thanks from BSME and company logo on conference opening slide
- One social media mention on BSME's LinkedIn page
- Featured as a sponsor on the official conference app

Notebook Sponsor

TeacherCon

AED 10,000

- Co-branding, with BSME, of notebooks with your logo, to be offered to all delegates upon registration
- Official vote of thanks from BSME and company logo on conference opening slide
- One social media mention on BSME's LinkedIn page
- Featured as a sponsor on the official conference app

Lunch Sponsor

TeacherCon

AED 7,500

- Official vote of thanks from BSME and company logo on conference opening slide
- One social media mention on BSME's LinkedIn page
- Featured as a sponsor on the official conference app
- Opportunity to brand the lunch area with roller banners
- BSME will add your logo to tent cards on the food tables

[Enquire About Sponsorship](#)

Charging Table Sponsor

TeacherCon

AED 7,500

- Logo displayed exclusively on a charging station placed in a prominent location
- Official vote of thanks from BSME and company logo on conference opening slide
- One social media mention on BSME's LinkedIn page
- Featured as a sponsor on the official conference app

Enquire About Sponsorship



“The conversations, shared experiences, and collective commitment to shaping the future of education left me feeling both motivated and grateful to be part of such a forward-thinking community. **A huge thank you to the organisers and presenters for curating such a meaningful experience.**”

-TeacherCon DXB25 Attendee Feedback

Professional Learning Events

BSME is pleased to provide Partners with the opportunity to be the exclusive Event Sponsor at each of our Professional Learning conferences. These conferences welcome a more targeted, niche audience and are held face-to-face in the UAE attracting delegates from schools across the MENA region.

In the 2026-27 academic year, BSME will be hosting the following Professional Learning conferences:



Wellbeing & Safeguarding Conference

16th January 2027



New & Aspiring Leaders Conference

17th April 2027



The Business of Schools Webinar Series

TBC 2027



PE Conference

1st May 2027



EYFS Conference

22nd May 2027

Whole Event Sponsor

Professional Learning

AED 20,000

- A double table space in the exhibition area
- Opportunity to host a workshop session, content subject to BSME approval
- Logo to be exclusively featured on all name badges
- Three dedicated social media posts on BSME's LinkedIn page
- Your company logo on all keynote room holding slides
- Featured as a sponsor on the official conference app
- Opening pop-up advert on the official conference app

Enquire About Sponsorship



“The conference reaffirmed the importance of continuous professional development and reflective practice in education. A sincere appreciation to BSME for curating such a well-organised and thought-provoking event.”

-Professional Learning Conference Attendee Feedback

Leadership Retreat

The BSME Leadership Retreat is a new addition to the Professional Learning Calendar for the 2026-27 academic year.

The inaugural BSME Leadership Retreat invites Principals, Vice Principal, Heads and Deputy Heads of BSME Schools to take time out to explore and develop their leadership skills, whilst enjoying an unprecedented opportunity for meaningful connection with peers and time to reflect on and be supported through personal leadership challenges. Taking place from 5th - 7th November, 2026.

We are offering two separate sponsorship packages, each offering our partners the opportunity to gain exclusive access to a curated group of BSME school leaders.

Headline Retreat Sponsor

Leadership Retreat

AED 30,000

- Exclusive overall retreat sponsor
- Company logo and name on all relevant associated marketing collateral, including on the BSME website
- Exclusive branding of Dinner and Drinks events
- Exclusive attendance at the event welcome drinks on the opening evening
- Five minute introduction at the welcome drinks on the opening evening
- Logo featured on all retreat marketing collateral
- Opportunity to give branded giveaways to guests at check-in
- Three dedicated social media posts on BSME's LinkedIn page

[Enquire About Headline Retreat Sponsorship](#)

Student Events

BSME Student Events provide partners with exciting opportunities to support and engage with student-focused initiatives across the region. These events bring together students, schools and parents from across the region and provide valuable opportunities for companies to gain exposure to a dynamic and diverse audience. In particular, BSME are renowned for our flagship Student Events: the BSME Games (U19s, U15s, U13s & U11s) and Young Musician of the Gulf. Last year, 3518 students took part in the Games and 200 students took part in YMOG, all of which were also well attended by parents and supporters.

Sponsorship options are designed to offer meaningful brand visibility throughout each event. Opportunities include providing branding around the main pitch/sports hall/gala dinners, featured recognition on our website and LinkedIn channel alongside a range of additional sponsorship benefits.

Official Partner for All Games	AED 200,000
BSME Games Age Group Sponsor	AED 40,000 - 60,000
Individual Games Sponsor	AED 20,000
Individual Student Event Sponsor	AED 2,500 - 60,000
YMOG Headline Sponsor	AED 30,000
YMOG Other Sponsors	AED 2,500 - 20,000
Student Conference Headline Sponsor	AED 20,000

[Enquire About Student Events Sponsorship](#)



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British Schools in the Middle East



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