

# Sponsorship Brochure



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



# Contents

Introduction	3
BSME Annual School Leaders' Conference 2026	4
BSME TeacherCon DXB25 and TeacherCon DOHA25	13
Professional Learning Events	17
Leadership Retreat	19
Student Events	20

# Sponsorship Opportunities

BSME is pleased to provide 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 Leadership Conference**

## **TeacherCon**

## **Professional Learning**

## **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 book quickly to avoid disappointment.

# BSME Annual School Leaders' Conference 2026

We anticipate approximately **200 School Leaders** will join us at our Annual School Leaders' Conference, taking place **3rd - 5th February 2026 in Abu Dhabi**. This is a 2.5 day event, featuring a 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:

- Choice of exhibition table location (if sponsorship is confirmed before 01 Nov)
- Logo featured on the Annual Conference webpage and Conference App



PLATINUM SPONSOR

**"...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 (Platinum Sponsor 2025)

# Headline Event Sponsorship

Total Cost: 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 from the BSME CEO during the Conference opening
- Sole branding in the main conference room throughout the conference. This may include banners, small table decorations etc.
- A double table space in the Exhibition area
- Headline exposure on the Annual Conference webpage
- Joint name badge sponsor
- Two free delegate places
- Opportunity to book one additional paid delegate
- Opening pop-up advert on the official conference app
- Digital exposure in the Exhibition Hall at the Conference Centre
- Opportunity to provide promotional materials to guests at check-in/registration
- Your company logo on all holding slides in the main conference room
- Three dedicated social media posts on BSME's LinkedIn page (33,000+ followers)
- Opportunity to host a workshop session
- Sponsor of the opening keynote session
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Full page advert in the BSME Newsletter
- Featured as a sponsor on the official conference app

[Enquire about Headline Sponsorship](#)

# Platinum Sponsorship

## Social Event Sponsor - 4th February 2026

Total Cost: AED 40,000

- Exclusive branding at the official conference Drinks and Dinner (sponsor to provide branding, subject to BSME approval)
- Short introduction and thanks at the event to be given by BSME CEO or BSME Chair
- Special thanks from the BSME CEO during the Conference opening ceremony
- One delegate and standard exhibition table included
- Two social media mentions on the BSME LinkedIn page
- Company name to appear against the social event on the event programme
- Company logo on holding screens in the main conference room
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

### [Enquire about Platinum Sponsorship](#)



\*Image from the Garden Grill and Groove Event, sponsored by UBIQ, at the BSME Annual Leadership Conference 2025

# Gold Sponsorship

## Social Event Sponsor - 3rd February 2026

Total Cost: AED 25,000

- Exclusive branding at the conference Welcome Reception
- Short introduction and thanks at the event to be given by BSME CEO or BSME Chair
- Special thanks from the BSME CEO during the Conference opening ceremony
- One delegate and standard exhibition table included
- Two social media mentions on BSME's LinkedIn page (over 33,000+ followers)
- Company name to appear against the social event on the event programme
- Company logo on holding screens in the main conference room
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

### [Enquire about Gold Sponsorship](#)



**“...we would like to acknowledge the incredible efforts of those involved in the BSME (British Schools in the Middle East) Conference. As proud partners of BSME, we appreciate their commitment to enhancing educational leadership and fostering collaboration among international schools.”** SchooliP Team



# Silver Sponsorship

## Workshop Speaker and Room Branding Sponsor

Total Cost: AED 15,000

- Opportunity to host a workshop session, content subject to BSME approval
- Internal branding of a workshop room for the conference duration
- One delegate and standard exhibition table included
- One social media mention on BSME's LinkedIn page
- Company logo on holding screens in the main conference room
- Special thanks and introduction made by BSME at the first workshop of the first day
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

## Name Badge Co-Sponsor

Total Cost: AED 15,000

- Co-branding (with Headline Sponsor) of all name badges with your company logo
- One delegate and standard exhibition table included
- One social media mention on BSME's LinkedIn page
- Company logo on holding screens in the main conference room
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

[Enquire about Silver Sponsorship](#)

# Silver Sponsorship

## BSME Tote Bag Sponsor

Total Cost: AED 15,000

- Co-branding, with BSME, of all tote bags with your logo - to be offered to all delegates upon registration
- One delegate and standard exhibition table included
- One social media mention on BSME's LinkedIn page
- Company logo on holding screens in main conference room
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

## BSME Notebook Sponsor

Total Cost: AED 15,000

- Co-branding, with BSME, of all notebooks with your logo - to be offered to all delegates upon registration
- One delegate and standard exhibition table included
- One social media mention on BSME's LinkedIn page
- Company logo on holding screens in keynote room
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

### [Enquire about Silver Sponsorship](#)



# Bronze Sponsorship

## Charging Table Sponsor

Total Cost: AED 10,000

- Logo displayed exclusively on two charging stations placed in prominent locations
- One delegate and standard exhibition table included
- Your company logo on holding screens in main conference room
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

## Lunch Sponsor

Total Cost: AED 10,000

- Your company name and logo on tent cards at food tables on one day of the conference
- One delegate and standard exhibition table included
- Lunch sponsor visible on the conference programme
- Your company logo on holding screens in main conference room
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

[Enquire about Bronze Sponsorship](#)

# Bronze Sponsorship

## Pre-Conference Delegate Activity Sponsor

Total Cost: AED 10,000

- Sponsor to provide branding at the activity
- One delegate and standard exhibition table included
- Choice of location in Exhibition Hall (must be selected before 31st October 2025)
- Sponsor featured on the official conference app

[Enquire about Bronze Sponsorship](#)



“Ubiq has proudly sponsored and exhibited at several BSME conferences over recent years, including the Annual Conference. **We consistently find these events to be exceptionally well organised and have achieved strong ROI** through both visibility and meaningful engagement with school leaders.”

-Daryll Middleton, Ubiq

“The BSME annual conference is a staple of Hachette Learning’s International events calendar, offering a unique opportunity to meet and **spend quality face-to-face time with School leaders in a collaborative and convivial environment.**”

-Thomas Francis, Hachette Learning

# BSME TeacherCon DXB25 and TeacherCon Doha25

BSME will be kicking off our exciting Professional Learning Calendar for the 2025-26 academic year with the second edition of BSME TeacherCon DXB25, taking place on 4th October 2025. Due to popular demand, we are delighted to also be bringing our signature event to Qatar in 2025, with the launch of BSME TeacherCon DOHA25, taking place on 18th October 2025. Both 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.

Platinum sponsorship of TeacherCon includes two free delegate places. All other TeacherCon sponsors are entitled to a discount of AED 1,000 AED on their exhibitor table at the conference.



# Headline Event Sponsorship

Total Cost: AED 20,000

- Two delegate places included
- 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

Total Cost: 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 sponsor on the official conference app

[Enquire about TeacherCon DXB25 Sponsorship](#)

# BSME Tote Bag Sponsor

Total Cost: 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 sponsor on the official conference app

# BSME Notebook Sponsor

Total Cost: 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 sponsor on the official conference app

# Lunch Sponsor

Total Cost: 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
- Opportunity to brand the lunch area with roller banners
- BSME will add your logo to tent cards on the food tables
- Featured as sponsor on the official conference app

[Enquire about TeacherCon DXB25 Sponsorship](#)

# Charging Table Sponsor

Total Cost: 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 sponsor on the official conference app

[Enquire about TeacherCon DXB25 Sponsorship](#)



# 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 2025-26 academic year, BSME will be hosting the following Professional Learning conferences:

01st November 2025

**The Business of Schools**

17th January 2026

**Performing Arts Community Collab**

7th March 2026

**EYFS Conference**

18th April 2026

**Thriving & Belonging: Creating Safer School Communities**

TBC Term Three

**Arabic Conference**

TBC Term Three

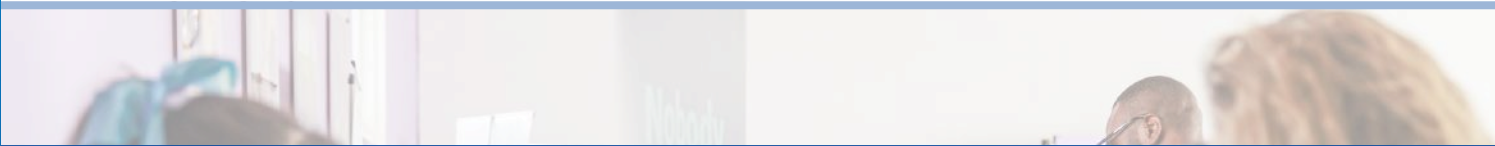
**SEND Conference**

# Whole Event Sponsor

Total Cost: AED 20,000

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

[Enquire about Professional Learning Events Sponsorship](#)



**“It was a great opportunity to connect, reflect, and explore solutions alongside fellow educators and thought leaders. Thanks to British Schools in the Middle East, and all the curious minds I met, and I'm looking forward to continuing the conversations.”**

John Bishop, Managing Director, Evolve

# Leadership Retreat

The BSME Leadership Retreat is a new addition to the Professional Learning Calendar for the 2025 - 26 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 20th to 22nd November, 2025.

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 - AED 20,000**

Exclusive overall retreat sponsor

Exclusive networking drinks sponsor

Five minute introduction at the networking drinks

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

## **Retreat Dinner sponsor - AED 10,000**

Exclusive retreat dinner sponsor

Opportunity to host a table with your choice of delegates

Opportunity to brand and decorate dinner table(s)

One dedicated social media post on BSME's LinkedIn page

# Student Events

Our student event calendar is extensive, with close to 10,000 students taking part in our events last year.

If you would like to support our student events through financial sponsorship, the provision of prizes, or if you have a different sponsorship suggestion you feel aligns with your brand and our schools/students/parents, please contact our Business Manager at [business@bsme.org.uk](mailto:business@bsme.org.uk).

Sponsorship will be featured on our website, via social media mentions and on competition/event emails.

Visit the [BSME Website](#) to view the full Student Events Calendar





# Strengthening Schools Serving Students



[www.bsme.org.uk](http://www.bsme.org.uk)



British Schools in the Middle East



@BSMEorg