



Welcome Talk with The
Tutors' Association Board
#NTC23

Pencil Spaces Classin TutorBird THE TUTORS' ASSOCIATION

EVENT SPONSORSHIP PACK
2024

THE TUTORS'
ASSOCIATION

WELCOME

The Tutors' Association (TTA) has celebrated its tenth anniversary year in 2023 and it has undoubtedly come a long way since its tentative beginnings back in 2013. TTA now provides a greater range of member benefits than ever before as well as forging forward in terms of representation and negotiating with government agencies along with international organisations. There can be little doubt; TTA is the pre-eminent professional body for the tuition sector and the champion of individual tutors, tuition companies and tuition partners, not only in the UK but increasingly around the world.

It is important to recognise that TTA is a genuine professional body, operating as a non-profit entity, free from any undue commercial influence from any one organisation or group within the tuition sector. It is the place where tutors, tuition companies and all sorts of allied providers come to engage, network and support one another to help achieve our shared aim: supporting students and ensuring that as many as possible can receive the life-changing tuition services that they may need at some stage in their lives. In this sense, TTA is truly unique and different from any other commercial entity, whether it is global tech providers, training companies or education groups. TTA is its members, in a very real sense, and it speaks for them, fights for them and serves them in equal measure in a way that no other organisation does. It is humbling to be part of such an organisation and an honour to serve it in any capacity, whether that be as an ad hoc volunteer, an elected director or as an officer.

Being a democratic organisation does not at all mean amateur or weak; TTA gives real force and power to its members through collective representation at the highest levels, both nationally and internationally, as well as through joint procurement activities and the provision of free or

subsidised training, guidance and support. TTA also advises professional service companies such as lawyers and accountants on key issues within the tuition sector and we deal directly with government agencies to establish the true position with regard to regulatory compliance.

TTA's events are an essential cornerstone of its work; they are world-class events that are the largest of their kind anywhere in the world. TTA leads the tuition sector, not just in the UK, but globally and represents the best and most innovative forms of education that exist around the world. Opportunities to sponsor TTA events are carefully designed to afford maximum value to both the tutors and companies we represent and those organisations that can offer them valuable support.

I am delighted to be able to present TTA's 2024 Events Sponsorship Pack and to invite organisations that wish to lead the way in the tuition sector to work with us to make a historic difference as TTA moves into its second decade of service.

John Nichols, President



SPONSORSHIP CONTACT

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WHY PARTNER AND EXHIBIT?

The Tutors' Association (TTA) is the only non-profit professional body representing the tuition sector in the UK and is increasingly extending its reach to represent tuition companies around the world. TTA exists to promote, uphold and enforce standards across the tuition sector, giving confidence to all kinds of customers and stakeholders that the tuition they will receive is safe and meets our quality standards.

TTA itself includes both individual tutors and a wide range of corporate providers, of different types, as members. This includes a spectrum ranging from individual tutors across the UK and beyond, to small local tuition companies all the way up to large nation-wide tuition providers. We estimate that we represent, directly and indirectly, approximately 50,000 tutors across the UK.

Tutors, tuition companies and tuition partners represented by The Tutors' Association tend to be those most committed to high standards and continuous improvement of their service delivery - and therefore those most willing to engage with high quality resources and support services that will enable them to deliver an excellent service to their clients, whether that is schools or consumers.

The Tutors' Association runs a range of events throughout the year which are focal points in the calendar for tutors and tuition companies. Our events have sponsorship opportunities ranging from just a few hundred pounds up to platinum sponsorship for the largest single regular tuition event in the UK, the National Tutors' Conference, offering unparalleled exposure across the entire sector. In general, our sponsorship opportunities are highly affordable and focussed on the tuition sector or a subset within it - providing cost-effective, targeted exposure for sponsors.



CELEBRATING EDUCATORS

Immerse yourself with like-minded educators, with a shared interest in ensuring the highest standards of tuition delivery across the UK and internationally.

BRANDING

The Tutors' Association events are the perfect opportunity to showcase your brand and products/services to key stakeholders within the tuition industry.

NETWORKING

Meet and engage with new and existing clients and colleagues, making impactful connections. In 2024, we will be forging networks in the global tuition sector.

OPPORTUNITIES

We have a range of opportunities available to cater to a variety of budgets, audiences and needs, to help you maximise your presence.

NATIONAL TUTORING AWARDS

The 3rd National Tutoring Awards will be held on Friday 21st of June 2024 at the Leonardo Royal Hotel London City. After an incredibly successful event in 2023, this year we have even more planned!

The National Tutoring Awards will showcase the quality and diversity of professional tutors, tuition businesses and tuition partners in the UK. It will set the benchmark for excellence in the tuition sector by identifying those individuals and organisations that can demonstrate how they have made a transformative difference to students' academic careers and life chances.

The black-tie gala dinner and award ceremony is set to attract over 200 delegates; this is a fantastic opportunity to raise your profile, providing great networking opportunities.

The most exciting changes for 2024 are the introduction of awards for Tuition Partners, the refinement of our existing awards categories and the overhaul of the application and judging process.

WHAT YOU CAN EXPECT IN 2024

The National Tutoring Awards is tutoring party of the year, with the opportunity to go all out at our black-tie gala dinner, it is the place to be!

- ★ Awards Presentation
- ★ Networking Opportunities
- ★ Silent Disco
- ★ Photobooth
- ★ Great Staff Night Out
- ★ Three-Course Gala Dinner
- ★ Drinks Reception
- ★ Cate Castleton Photography
- ★ Red Carpet Experience
- ★ Many More Surprises!



AWARDS SPONSORSHIP TIERS

PLATINUM	GOLD	SILVER	BRONZE
BEFORE THE AWARDS <ul style="list-style-type: none"> • Prime logo space on the National Tutoring Awards webpage. • Logo on promotional emails to members. • Two 250-word promo email to our members; 6 weeks prior and 2 weeks prior. • Three social media posts across TTA social channels. 	BEFORE THE AWARDS <ul style="list-style-type: none"> • Prime logo space on the National Tutoring Awards webpage. • Logo on promotional emails to members. • One 250-word promo email to our members; 3 weeks prior. • Two social media posts across TTA social channels. 	BEFORE THE AWARDS <ul style="list-style-type: none"> • Logo space on the National Tutoring Awards webpage. • Logo on promotional emails to members. • One 250-word promo email to our members; 4 weeks prior. • One social media post across TTA social channels. 	BEFORE THE AWARDS <ul style="list-style-type: none"> • Logo space on the National Tutoring Awards webpage. • One social media post across TTA social channels.
AT THE AWARDS <ul style="list-style-type: none"> • Showcase your brand with up to 2m of banner stands at the drinks reception and in the dining room during the dinner. • Logo displayed on an event banner at the dinner. • Logo displayed on main screen throughout the evening. • Full-page advert in the awards programme. • Five complimentary dinner tickets. • Mention in the President's speech. 	AT THE AWARDS <ul style="list-style-type: none"> • Showcase your brand with a 1m banner stand at the drinks reception and in the dining room during the dinner. • Logo displayed on an event banner at the dinner. • Logo displayed on main screen throughout the evening. • Half-page advert in the awards programme. • Three complimentary dinner tickets. • Mention in the President's speech. 	AT THE AWARDS <ul style="list-style-type: none"> • Showcase your brand with a 1m banner stand at the drinks reception and in the dining room during the dinner. • Logo displayed on an event banner at the dinner. • Logo displayed on main screen throughout the evening. • Half-page advert in the awards programme. • Two complimentary dinner tickets. 	AT THE AWARDS <ul style="list-style-type: none"> • Logo above the award you have sponsored, and on the sponsors page of the Awards Programme. • One complimentary dinner ticket.
AFTER THE AWARDS <ul style="list-style-type: none"> • Mention in media release post Awards. • One 250-word promo email to our members, 4 weeks post-awards. 	AFTER THE AWARDS <ul style="list-style-type: none"> • Mention in media release post Awards. • One 250-word promo email to our members, 5 weeks post-awards. 	AFTER THE AWARDS <ul style="list-style-type: none"> • One 250-word promo email to our members, 6 weeks post-awards. 	AFTER THE AWARDS
Available to 1 sponsor.	Available to 3 sponsors.	Available to 4 sponsors.	Available to 12 sponsors.
£4,950	£2,950	£1,100	£250
			Prices exclusive of VAT

GOLD-LEVEL SPONSORSHIP

As a Gold sponsor, you can choose what you would like to sponsor from the following:

- Drinks Reception Sponsor
- Wine for Dinner Sponsor
- Entertainment Sponsor

SILVER-LEVEL SPONSORSHIP

As a Silver sponsor, you can choose what Top-Level Category you would like to sponsor from the following:

- Professional Tutor of the Year
- Tuition Business of the Year (<£1m)
- Tuition Business of the Year (+£1m)
- Tuition Partner of the Year

BRONZE-LEVEL SPONSORSHIP

As a Bronze sponsor, you can choose the Category you would like to sponsor from the options on the following page.



NATIONAL TUTORING AWARDS CATEGORIES



PROFESSIONAL TUTOR CATEGORY SPONSORS

- Special Needs Tutor
- Primary Tutor
- Secondary Tutor
- University-Level Tutor
- Online Tutor
- Homeschooling Tutor
- People's Choice: Professional Tutor

TUITION BUSINESS CATEGORY SPONSORS

- Tuition Provider for Evaluating Impact
- Tuition Delivery to Private Clients
- Tuition Delivery to Schools
- Tuition Charity
- Tuition Business Team Member
- People's Choice: Tuition Business



TUITION PARTNER CATEGORY SPONSORS

- Educational Resources for Tuition
- Professional Services for Tuition
- Technology Tools for Tuition
- People's Choice: Tuition Partner



OTHER AWARDS OPPORTUNITIES

BESPOKE PACKAGES

Please do get in touch for more details if you wish to discuss our bespoke sponsorship packages.

Place an advert in the awards programme, which will reach all of our delegates at the awards dinner, as well as being shared to all of our members after the dinner.

Full page **£395.00** Half page **£249.00**

Prices exclusive of VAT

ADVERT IN THE AWARDS PROGRAMME



NATIONAL TUTORS' CONFERENCE

The 8th Annual National Tutors' Conference will be held on Thursday the 24th of October 2024 at Church House located in the heart of Westminster. This impressive Grade II listed conference venue provides a large exhibition space within the main Assembly Hall, the central hub of the whole conference, allowing sponsors to showcase their organisation's product and services to a highly influential audience from across the tuition sector.

Having a presence at the National Tutors' Conference puts you in front of more than 250 attendees. Our exhibition packages are suitable for a range of different budgets, from our premium Platinum offering to our brand-new Startup Zone. All of our stands are carefully positioned for maximum exposure throughout the day as delegates network in the main exhibition zone and transfer between sessions.

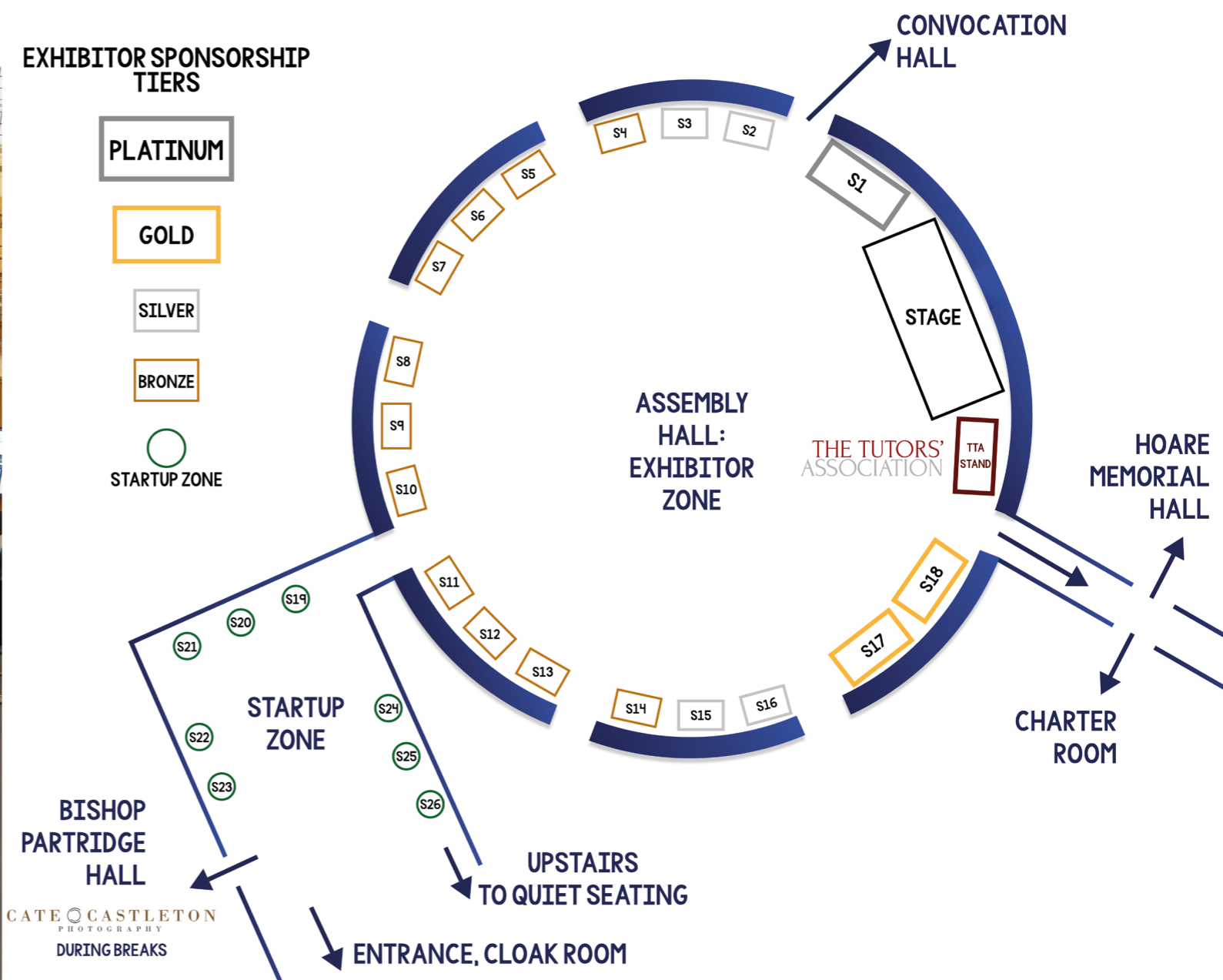


CONFERENCE EXHIBITOR FLOOR PLAN

Exhibitors can choose the stand space they would like when booking with us. Book soon to guarantee you get the space you would like!

As our flagship event, the conference provides exhibitors with a unique chance to present their products, services, and innovations directly to a targeted demographic that leads and makes decisions within the tuition sector. In 2023 our delegates were collectively responsible for businesses with a combined turnover well into the tens of millions of pounds, dominating the tuition sector. Exhibitors can forge meaningful connections, build brand awareness, and gain valuable insights into the evolving needs of the tutoring community.

Join us in 2024 to unlock unparalleled opportunities for growth and impact in the tutoring industry.



CONFERENCE SPONSORSHIP TIERS

PLATINUM	GOLD	SILVER	BRONZE	STARTUP ZONE
<p>BEFORE THE CONFERENCE</p> <ul style="list-style-type: none"> • Prime logo space on the National Conference webpage. • Logo on National Conference promotional emails to members. • Two 250-word promo email to our members; 5 weeks prior and 2 weeks prior. • Six social media posts across TTA social channels. • Place two items of your choice in the delegate bags. 	<p>BEFORE THE CONFERENCE</p> <ul style="list-style-type: none"> • Prime logo space on the National Conference webpage. • Logo on National Conference promotional emails to members. • Two 250-word promo email to our members; 6 weeks prior and 3 weeks prior. • Four social media posts across TTA social channels. • Place one item of your choice in the delegate bag. 	<p>BEFORE THE CONFERENCE</p> <ul style="list-style-type: none"> • Logo space on the National Conference webpage. • Logo on National Conference promotional emails to members. • One 250-word promo email to our members, 4 weeks prior. • Two social media posts across TTA social channels. 	<p>BEFORE THE CONFERENCE</p> <ul style="list-style-type: none"> • Logo space on the National Conference webpage. • One social media post across TTA social channels. 	<p>BEFORE THE CONFERENCE</p> <ul style="list-style-type: none"> • Logo space on the National Conference webpage. • One social media post across TTA social channels.
<p>AT THE CONFERENCE</p> <ul style="list-style-type: none"> • Prime exhibition space (see exhibition plan on next page). • 12ft trestle table with tablecloth and space to bring up to 2m of pop-up banner stands. • Four complimentary delegate tickets. • Mention in the President's speeches. • Advert to be shown in the breaks throughout the day. • Full page advert in the conference magazine. • Minimum 30 minute Private Demo Space. • One talking slot (must not be a product demo or sales pitch); topic to be agreed with the events manager. 	<p>AT THE CONFERENCE</p> <ul style="list-style-type: none"> • Prime exhibition space (see exhibition plan on next page to choose your stand). • 6ft trestle table with tablecloth and space to bring up to 2m of pop-up banner stands. • Three complimentary delegate tickets. • Mention in the President's speeches. • Advert to be shown in the breaks throughout the day. • Half-page advert in the conference magazine. 	<p>AT THE CONFERENCE</p> <ul style="list-style-type: none"> • Prime exhibition space (see exhibition plan on next page to choose your stand). • 4ft trestle table with tablecloth and space to bring a 1m pop-up banner stand. • Two complimentary delegate tickets. • Advert to be shown in the breaks throughout the day. • Quarter-page advert in the conference magazine. 	<p>AT THE CONFERENCE</p> <ul style="list-style-type: none"> • Exhibition space (see exhibition plan on next page to choose your stand). • 4ft trestle table with tablecloth and space to bring a 1m pop-up banner stand. • One complimentary delegate ticket. 	<p>AT THE CONFERENCE</p> <ul style="list-style-type: none"> • Exhibition space (see exhibition plan on next page to choose your stand). • Poseur table with tablecloth and space to bring an 80cm pop-up banner stand. • One complimentary delegate ticket.
<p>AFTER THE CONFERENCE</p> <ul style="list-style-type: none"> • Mention in media release post conference. • Electronic copy (Excel) of the attendee list including e-mail addresses where provided. • One 250-word promo email to our members, 4 weeks post-conference. 	<p>AFTER THE CONFERENCE</p> <ul style="list-style-type: none"> • Mention in media release post conference. • Electronic copy (Excel) of the attendee list including e-mail addresses where provided. • One 250-word promo email to our members, 5 weeks post-conference. 	<p>AFTER THE CONFERENCE</p> <ul style="list-style-type: none"> • One 250-word promo email to our members, 6 weeks post-conference. 		
Available to 1 sponsor.	Available to 2 sponsors.	Available to 4 sponsors.	Available to 11 sponsors.	Available to 8 sponsors.
£7,500	£4,750	£2,250	£1,050	£450

Prices exclusive of VAT



OTHER CONFERENCE OPPORTUNITIES

AV SCREENS FOR EXHIBITORS

If you'd prefer not to transport your own screen, you can hire a screen (including HDMI cable and connector) for your stand directly from the venue.

Please remember your screen must be an appropriate size for your stand.

BREAKFAST CLUB SPONSOR

Sponsor the Breakfast Club tea and coffee networking session before main sessions for the conference start.

With branding opportunities to have your banner on the stage during the Presidents welcome speech, including a mention of thanks in the speech.

£1,500

Available to 1 sponsor.

DRINKS RECEPTION SPONSOR

Sponsor the post-conference Drinks Reception networking session, to be held in the main assembly hall after the close of the conference.

With branding opportunities to have your banner on the stage during the Presidents closing speech, including a mention of thanks in the speech.

£2,500

Available to 1 sponsor.

ADVERT IN THE CONFERENCE MAGAZINE

Place an advert in the conference magazine, which will reach all of our delegates on the day of the conference, as well as being shared to all of our members after the conference.

Full page **£800.00**

Half page **£500.00**

Quarter page **£300.00**

DELEGATE BAG ITEM SPONSOR

Place an item of your choice (for which you will provide) in the delegate bags, which will reach all of our delegates on the day of the conference.

This can be one promotional product or flyer, for example.

£500

Available to 4 sponsors.

PRIVATE DEMO SPACE

Get the opportunity to invite up to 20 delegates to a session to showcase your products or services. This will give your company a unique hands-on interaction opportunity. Sessions will be 30 minutes and will be promoted in the conference magazine. Sponsors are responsible for attracting delegates to their own session.

£550

Available to 4 sponsors.

BESPOKE PACKAGES

Please do get in touch for more details if you wish to discuss our bespoke sponsorship packages.

Prices exclusive of VAT

2023 CONFERENCE STATISTICS

95%
OVERALL
SATISFACTION
WITH CONFERENCE

100%
CONFERENCE MET
MY EXPECTATIONS

240
TOTAL DELEGATES
IN 2023

90%
EXHIBITION ZONE
WAS EXCELLENT

100%
EXHIBITION ZONE
WAS
USER-FRIENDLY

83%
MADE VALUABLE
CONNECTIONS IN
EXHIBITION ZONE

84%
OF DELEGATES
WERE DECISION
MAKERS

83%
WOULD ATTEND
AGAIN

89%
WOULD
RECOMMEND TO
OTHERS

“I LOVED THE LAYOUT WITH THEM SURROUNDING THE NETWORKING AREA WITH THE EXHIBITORS.”

“THE EXHIBITION ZONE WORKED REALLY WELL WITH SUCH A DIVERSE RANGE OF STANDS. IT WAS REALLY USEFUL TO BE ABLE TO SPEAK TO SOME OF THE GOVERNMENT REPRESENTATIVES ALONGSIDE DIFFERENT SUPPLIERS IN THE SAME PLACE.”

REGIONAL NETWORKING EVENTS



Following the success of our Regional Networking Events in 2023, we will be expanding our Regional Networking Events across the UK in 2024.

Thursday 22nd February - Regional Event: London

Thursday 7th March - Regional Event: Oxford

Thursday 14th March - Regional Event: Leeds

Thursday 21st March - Regional Event: Edinburgh

Thursday 25th April - Regional Event: Birmingham

Thursday 9th May - Regional Event: Cambridge

Wednesday 22nd May - Regional Event: Newcastle

Thursday 23rd May - Regional Event: Manchester

Thursday 11th July - Regional Event: Brighton

Thursday 19th September - Regional Event: Belfast

Thursday 3rd October - Regional Event: Bristol

Wednesday 20th November - Regional Event: Newcastle

Thursday 21st November - Regional Event: Manchester

Thursday 5th December - London Xmas Social

Sponsor a regional event for only **£350** for your logo on any promotional materials, emails and social posts for the event and bring a small pop-up banner stand to increase your brand awareness at the event.

Available for up to two sponsors per event. Price exclusive of VAT.

TUITION AND SCHOOLS SUMMIT

Embark on a day of educational exploration at our first ever Tuition and Schools Summit! The inaugural 2024 event will be held on Thursday 27th June at the QEII Centre, Westminster. School Leaders will join us for a full-day event packed with dynamic speakers, thought-provoking sessions, and opportunities to connect with leading tuition companies and solutions partners. Engage in enlightening discussions on effective implementation of tuition in and around schools, gain insights from industry experts, and explore innovative tuition solutions. It's a unique occasion where school leaders and tuition providers/solutions converge to envision the future of tuition within education. See you at the summit!

Choosing to exhibit at the Tuition and Schools Summit in 2024 is an unparalleled opportunity for companies to showcase their products and services to a diverse audience comprising school leaders from both private and state backgrounds in the education sector. This summit offers a dynamic platform for exhibitors to interact directly with professionals keen on exploring innovative solutions for effective tuition implementation in and around schools. By participating, exhibitors can forge valuable connections, establish brand prominence, and gain insights into the ever-evolving landscape of the interaction of tuition with schools. It's a strategic investment that goes beyond a typical exhibit, providing a unique chance to position products or services at the forefront of innovative practice in collaboration with school leaders. Elevate your brand, expand your network, and contribute to the future of tuition by exhibiting at the Tuition and Schools Summit.



PREMIUM EXHIBITOR

BEFORE THE EVENT:

- Logo space on the event webpage.
- Logo on promotional emails to members.
- One 250-word promo email to our members, 4 weeks prior.
- Two social media posts across TTA socials.

AT THE EVENT:

- Prime exhibition space.
- Trestle table with tablecloth and space to bring a 1m pop-up banner stand.
- Three complimentary delegate tickets.
- Full-page advert in the Summit magazine.

AFTER THE EVENT:

- Mention in media release post Summit.
- Electronic copy (Excel) of the attendee list including e-mail addresses where provided.

£3,500

Available to 4 sponsors.

STANDARD EXHIBITOR

BEFORE THE EVENT:

- Logo space on the event webpage.
- Logo on promotional emails to members.
- Two social media posts across TTA socials.

AT THE EVENT:

- Exhibition space.
- Trestle table with tablecloth and space to bring a 1m pop-up banner stand.
- Two complimentary delegate tickets.
- Half-page advert in the Summit magazine.

AFTER THE EVENT:

Available to 16 sponsors.

£1,250

Available to 16 sponsors.

MICRO EXHIBITOR

BEFORE THE EVENT:

- Logo space on the event webpage.
- Logo on promotional emails to members.
- One social media posts across TTA socials.

AT THE EVENT:

- Exhibition space.
- Poseur table with tablecloth and space to bring one small pop-up banner stand.
- One complimentary delegate ticket.

AFTER THE EVENT:

Available to 8 sponsors.

£750

Available to 8 sponsors.

Prices exclusive of VAT.



TUITION LEADERS' BREAKFAST

TTA's: Tuition Leaders' Breakfast is an exclusive morning event for business and organisation leaders within the tuition sector to network, hear more about how TTA is representing the tuition sector behind the scenes and have their views heard by the leadership team of The Tutors' Association.

It is an opportunity for leaders within the tuition sector to really improve their understanding of the changes, threats and opportunities within this sector. It is expected to be of interest to tuition business owners looking to grow their business, break into new market segments or those interested in potential mergers and/or acquisitions within the sector.

Sponsor the Tuition Leaders' Breakfast event to receive:

- Logo on any promotional materials, emails and social posts for the event.
- Bring up to 2m of banner stands to increase your brand awareness at the event.
- One 250-word promo email to our members; 4 weeks prior to the event.
- Two social media posts across TTA social channels.
- Mention in the President's speech.

£2,500

Available to two sponsors. Price exclusive of VAT.



PARTNER WITH US

Would you like to partner with The Tutors' Association to co-run an event? Our events team will plan the event from start to finish once we've agreed all of the details*.

Partner with us to receive:

- Logo on any promotional materials, emails and social posts for the event.
- Bring up to 2m of banner stands to increase your brand awareness at the event.
- One 250-word promo email to our members; 4 weeks prior to the event.
- Two social media posts across TTA social channels.
- Engagement from TTA Leadership Team.
- Plus more!

Prices start from £2,500

Price exclusive of VAT.

*Events run in partnership with TTA must be in accordance with our values, principles and objectives.



THE TUTORS' ASSOCIATION

Email Sam Nichols at
events@thetutorsassociation.org.uk
for more details and to secure your place.