**Overview of HMC Corporate Partnership Programmes**

HMC’s corporate partnership programmes provide organisations with the opportunity to promote their brand and services with HMC members all year round.

**Availability**Please note, HMC corporate partnership programmes are subject to availability and to meeting the criteria set out in the terms and conditions. There are twenty gold level partnerships available per year and these are allocated on a first come first served basis.

|  |  |
| --- | --- |
| **Silver**  | **Gold**  |
| **HMC Partner logo**Use of HMC’s partner logo in all marketing activity for 12 monthsFor details, please refer to HMC’s use of partner logo guidelines and partner logo agreement. | **HMC Partner logo**Use of HMC’s partner logo in all marketing activity for 12 monthsFor details, please refer to HMC’s use of partner logo guidelines and partner logo agreement. |
| **HMC School Leaders’ Directory** A listing, by category and region, in HMC’s online partner directory* Brief description [25 words]
* Full description [100 words]
* Logo and contact details
* Link to website

Your listing will appear in the business category of your choice. See the HMC School Leaders’ Directory [here](http://www.hmc-partnershipdirectory.org.uk/PartnerDirectory) | **HMC School Leaders’ Directory** A listing, by category and region, in HMC’s online partner directory with gold partner status* Brief description [25 words]
* Full description **[250 words]**
* Logo and contact details
* Link to website

**Plus:** * Two **client quotes / testimonials**
* Up to **three downloadable documents** e.g., company brochure; case study; research paper

Your listing will appear in the business category of your choice. Gold partners can take advantage of an additional two category listings. See the HMC School Leaders’ Directory [here](http://www.hmc-partnershipdirectory.org.uk/PartnerDirectory) |
| **Exhibitor Discount**Partners will be awarded **20% off** the price of an exhibitor stand at HMC conferences.  | **Exhibitor Discount**Partners will be awarded **20% off** the price of an exhibitor stand at HMC conferences.  |
| **Early Booking Opportunity**HMC guarantee that partners have first sight of exhibitor and sponsorship opportunities. | **Early Booking Opportunity**HMC guarantee that partners have first sight of exhibitor and sponsorship opportunities. |
| **Platinum Partnership Opportunity**Partners will be invited to apply for HMC’s platinum partnership in the summer. Our platinum programme provides exclusive opportunities to engage with our members. | **Platinum Partnership Opportunity**Partners will be invited to apply for HMC’s platinum partnership in the summer. Our platinum programme provides exclusive opportunities to engage with our members. |
| **Change of copy**Up to **one change** of copy providing the opportunity to promote different services throughout the year  | **Change of copy**Up to **three changes** of copy throughout the year, providing the opportunity to promote:- Innovative research and case studies- Exclusive services and offers  |
|  | **Editorial features** **and social media promotion** **Two editorial features** in HMC’s online newsletter opened by 500 HMC decision makers and influencers each week.Gold partners can select their preferred publication dates to tie in with time sensitive marketing of new products or service launches (Subject to availability. Please see terms and conditions) Each editorial feature includes up to 200 words, a logo and link to your main entry in HMC’s online directory (guidance provided).**HMC** will also post one **social media post** on LinkedIn and X (formerly Twitter) to promote the content of each editorial feature, including company logo and name to enhance the impact of your editorial. |
|  | **List of HMC member schools**An update of HMC member schools, highlighting any new members will be emailed at the start of each term.The list will include the name of the school and the town/county in which it is based.  |
| **Annual price £ 695 +VAT** **(£625 +VAT for renewing partners)** | **Annual price £1950 +VAT** |
| **HMC Platinum Corporate Partnership Programme****Five reasons to invest** |
| 1. **HMC Platinum Partner logo and listing on HMC website**

**HMC logo** Use of HMC’s Platinum Partner logo for all marketing activity until 31 July 2024. For details, please refer to HMC’s Use of Partner Logo Guidelines and Partner Logo Agreement.**Company listing** A Platinum Partner listing in HMC’s Online School Leaders’ Directory until 31 July 2024 which includes:* brief description (25 words)
* full description (250 words)
* logo and contact details
* link to website

Plus, your online directory listing includes: * up to two quotes from your clients
* up to three downloadable documents e.g., company brochure; case study; research paper

**Change of copy**Up to **three changes** of copy throughout the year, providing the opportunity to promote different services.  |
| 1. **Exclusive association with HMC**

Platinum Partners are guaranteed exclusivity for the period of the partnership. When the partnership commences, a joint announcement with dual branding and a quote from HMC and the Platinum Partner about the purpose of the partnership will be shared on social media and included in HMC’s online newsletter, which is opened by almost 400 individuals and forwarded to senior leadership teams and Heads of Department. |
| 1. **Two exhibitor spaces at HMC Professional Development events**

Platinum Partners benefit from exhibitor spaces at two of HMC’s Professional Development events across the academic year, providing more opportunities to meet HMC Heads, and their senior leadership teams, in person. Up to two company representatives attend each event free of charge (includes lunch and refreshments). Exhibitor spaces are suitable for a table, pop up banners and promotional literature. **Please refer to the menu of Professional Development events 2023 – 2024 to select your preferred events.**  |
| 1. **Exclusive email to HMC members**

HMC will send an email on behalf of Platinum Partners to HMC Heads, providing the opportunity to build greater awareness of services and expertise directly with HMC Heads, and their senior teams, including latest trends, research, and case studies. |
| 1. **Major sponsorship of HMC’s Professional Development events**

Platinum Partners will have first sight of the sponsorship ‘menu’ of HMC’s Professional Development events and will be given the option to sponsor specific events. Sponsors receive:* A delegate list in advance of the event, including name of attendee, position, and school name.
* Company logo on the programme and on HMC’s pre- and post-event communication to delegates.
* Recognition and thanks in the opening speech at each sponsored event.
* Opportunity to address the delegates during the event (subject to the approval of the programme director).

**Please refer to the menu of Professional Development events 2023 - 2024 to select your preferred sponsorships.**  |