

EXHIBITING & SPONSORSHIP PROSPECTUS



TRANSFORMATIONAL LEADERSHIP
IN GLOBAL EDUCATION CONFERENCE

29TH & 30TH SEPTEMBER 2026

RADISSON BLU HOTEL RIYADH, CONVENTION
AND EXHIBITION CENTER, SAUDI ARABIA

Saudi Arabia

Shaping the Future of School Leadership in Saudi Arabia



WELCOME MESSAGE



Welcome to a Landmark Moment in Educational Leadership

It is with great excitement that we invite you to join us for the Saudi Arabia Transformational School Leadership Conference this February a ground-breaking gathering where vision meets action, and education's future takes centre stage. This unique event will bring together influential school leaders, policymakers, and innovators from across the region and the globe, all united by a shared commitment to excellence, equity, and transformative leadership.

As a valued sponsor, your partnership will not only help shape a world-class conference experience but will also position your organisation as a driving force for positive change in education. Together, we will inspire bold ideas, forge powerful collaborations, and equip leaders with the tools to create lasting impact in schools and communities.

We invite you to be part of this journey to stand with us as we build a legacy of leadership that empowers every learner, every educator, and every community.

Let's make history together.



www.elevateedglobal.com

ABOUT THE CONFERENCE

The Saudi Arabia Transformational School Leadership Conference is a pioneering event dedicated to empowering current and future leaders in education. Taking place in February 2025, this high-profile gathering will unite headteachers, senior leadership teams, Multi Academy Trust leaders, policymakers, and global education experts to explore the future of school leadership in a rapidly changing world.

Centred on the themes of excellence, EdTech, equity, and innovation, the conference will feature inspiring keynote speeches, dynamic panel discussions, and hands-on workshops designed to address the real challenges and opportunities facing schools today. Attendees will gain practical strategies, fresh perspectives, and powerful connections that can be immediately applied in their contexts.

This is more than an event, it is a catalyst for transformation, positioning Saudi Arabia as a hub for thought leadership in education and creating lasting impact for learners, educators, and communities alike.

- **CONVENE**
- **INNOVATE**
- **INSPIRE**



WHY PARTNER WITH US

Elevate Ed Global is the events arm of a powerful partnership between Fig Tree International and Balance Ed, two purpose-driven organisations rooted in education, equity, and global impact.

Partnering with us in the Saudi Arabia Transformational School Leadership Conference aligns your brand with the values of excellence, equity, innovation, and leadership at the highest level. This event offers direct access to influential decision-makers, including school leaders, policymakers, and global education experts, providing a unique platform to showcase your commitment to positive change in education. Sponsors benefit from extensive media and PR exposure through press releases, social media campaigns, and the official conference website, ensuring strong visibility before, during, and after the event. Beyond the conference, your partnership opens the door to long-term relationships and opportunities across the region.



UNMATCHED VISIBILITY

- Prominent logo on stage, signage, digital screens, delegate kits, lanyards, and printed materials
- Recognition in pre- and post-event email campaigns and media outlets
- On-stage logo placement and verbal acknowledgement



BRAND ALIGNMENT

- Position your organisation alongside a prestigious, values-driven event that champions excellence, equity, innovation, and leadership in education.
- Demonstrate your commitment to social impact and educational transformation, reinforcing your brand's reputation as a trusted partner in advancing learning and leadership across the region.



NETWORKING THAT MATTERS

- Invitations to speaker dinners, VIP lounges, and closed-door roundtables
- Access to delegate list for follow-up conversations
- Invitation to sponsor dinner, lounges, and closed-door roundtables



PROVEN TRACK RECORD

- Successfully delivered high-impact education events that attract influential leaders, foster collaboration, and generate lasting results for sponsors and participants alike.
- Recognised for excellence in event design and execution, with consistently positive feedback from attendees, partners, and stakeholders.



SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSORSHIP PACKAGE

£15,000

As a Platinum Sponsor, you will be positioned as a headline partner at the Saudi Arabia School Leadership Conference, enjoying the highest level of visibility and influence. Your brand will feature prominently across all event materials, digital channels, and stage backdrops, with exclusive opportunities to address delegates and participate in key sessions. This premium package offers unrivalled networking access to decision-makers, ensuring your organisation is recognised as a leader in driving educational excellence, equity, and innovation. Platinum sponsorship demonstrates your deep commitment to shaping the future of education in Saudi Arabia and beyond, leaving a lasting legacy of impact.

GOLD SPONSORSHIP PACKAGE

£10,000

The Gold Sponsorship package offers a high-profile platform to showcase your organisation's expertise and values to a targeted audience of influential education leaders. You'll enjoy prominent branding across selected conference channels, opportunities to engage directly with delegates, and participation in high-value networking sessions. This package positions your organisation as a trusted and forward-thinking partner, aligned with the event's mission to transform leadership in schools. Gold sponsors benefit from strong media exposure and strategic visibility while building meaningful connections that extend far beyond the conference, strengthening your presence in one of the fastest-growing education leadership markets in the world.

FOUNDATION SPONSORSHIP PACKAGE

£5,000

As a Foundation Sponsor, you will have a valuable opportunity to connect with a community of school leaders, policymakers, and education innovators who are shaping the future. This package offers essential branding and visibility at the Saudi Arabia School Leadership Conference, as well as opportunities to engage with delegates and share your organisation's story. It's an ideal option for organisations seeking to establish or grow their presence in the region while supporting an event committed to excellence, equity, and leadership. Foundation sponsorship ensures your brand is part of a transformative educational movement with lasting regional and global influence.

N.B. ALL PRICES ARE SHOWN, EXCLUSIVE OF VAT

SPONSORSHIP TIERS

SPONSORSHIP PACKAGES			
	Platinum Sponsor	Gold Sponsor	Foundation Sponsor
Investment	£15,000	£10,000	£5,000
Branding	<ul style="list-style-type: none"> • Exclusive headline placement on all conference marketing materials • Prime logo positioning on stage backdrops, lanyards, and event signage • Largest logo size across all platforms (digital, print, and on-site) • Dedicated sponsor spotlight in conference programme and social media channels • Opportunity to provide branded delegate giveaways 	<ul style="list-style-type: none"> • Logo featured on selected event signage, printed materials, and digital platforms • Medium-sized logo placement in the conference programme and website sponsor page • Inclusion in sponsor recognition slides before keynote sessions • Social media mentions pre- and post-event 	<ul style="list-style-type: none"> • Logo featured on the conference website and in the delegate programme • Small-sized logo placement in selected printed and on-site materials • Inclusion in sponsor appreciation boards and closing acknowledgements
Speaking Role	Keynote Slot & Sponsor Round	Sponsor Round	Sponsor Round
Exhibition	<ul style="list-style-type: none"> • Largest exhibition space in a prime, high-traffic location near keynote and networking areas • Complimentary conference passes for exhibitor staff • Inclusion in exhibitor spotlight on social media and conference website 	<ul style="list-style-type: none"> • Medium-sized exhibition space in a central location within a high traffic location • Complimentary conference passes for exhibitor staff • Listing in the conference programme and website exhibitor directory • Social media mention during exhibitor announcement posts 	<ul style="list-style-type: none"> • Compact exhibition space in the exhibition area • Listing in the exhibitor directory in the conference programme and website • One complimentary conference pass for exhibitor staff
Networking	<ul style="list-style-type: none"> • Headline sponsorship of the VIP Networking Reception or Gala Dinner • Opportunity to deliver a short welcome or keynote address at the networking event • Prominent branding throughout the networking space (banners, table signage, branded materials) • Reserved seating for your team with direct access to keynote speakers and senior leaders • Recognition in all pre-event networking promotions and post-event follow-ups 	<ul style="list-style-type: none"> • Sponsorship of a high-profile networking break (e.g., coffee break, lunch session) • Branded signage and table-top branding in networking areas • Opportunity to distribute promotional materials or giveaways during the sponsored break • Recognition in the programme schedule and digital communications highlighting your sponsored session 	<ul style="list-style-type: none"> • Branding on signage for general networking areas • Listing as a Networking Partner in the programme and website • Opportunity to place business literature at the networking information desk or tables
VIP Access	Up to 4 passes at Exhibitors & Sponsors pre-conference dinner	Up to 3 passes at Exhibitors & Sponsors pre-conference dinner	Up to 2 passes at Exhibitors & Sponsors pre-conference dinner
Accommodation	2 unsecured assigned hotel rooms included	2 unsecured assigned hotel rooms included	N/A

All packages include social media highlights, digital marketing, and co-branded assets.

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FURTHER PREMIUM OPPORTUNITIES



PREMIUM HEADLINE SPONSORSHIP PACKAGE

Investment	£18,000
Branding	<ul style="list-style-type: none"> • Exclusive headline placement on all conference marketing materials • The prime logo positioning on stage backdrops, lanyards, and event signage • Largest logo size across all platforms (digital, print, and on-site) • Dedicated sponsor spotlight in conference programme and social media channels • Opportunity to provide branded delegate giveaways
Speaking Role	30 minute keynote slot on first day of conference & full access to conference organisers
Exhibition	<ul style="list-style-type: none"> • Largest exhibition space in the Main Conference Hall, with access to keynote speakers and next to delegates • Complimentary conference passes for exhibitor staff • Inclusion in exhibitor spotlight on social media and conference website • You may bring up to 2 TV screens
Networking	<ul style="list-style-type: none"> • Pre-conference dinner named after your company. Sponsorship of the VIP Networking Reception and Gala Dinner • Opportunity to deliver a keynote address at the beginning of the Conference • Prominent branding throughout the networking space (banners, table signage, branded materials) • Reserved seating for your team with direct access to keynote speakers and senior leaders • Recognition in all pre-event networking promotions
VIP Access	Up to 6 passes at Exhibitors & Sponsors pre-conference dinner
Accommodation	2 unsecured assigned hotel rooms included

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LET'S CONNECT



VISION 2030 CROSS SECTOR CIVIC RESPONSIBILITY PARTNER SPONSORSHIP PACKAGE

The Vision 2030 Cross Sector Civic Responsibility Partner level is designed for businesses and corporates committed to playing an active role in Saudi Arabia's transformation journey. By contributing between **£3,000 and £20,000**, organisations align themselves with the Kingdom's Vision 2030 objectives of fostering cross-sector collaboration, social impact, and sustainable growth. This partnership demonstrates a clear commitment to civic responsibility, supporting education, leadership, and innovation that benefits society as a whole. Businesses who choose this path not only strengthen their brand reputation in alignment with national priorities, but also showcase their leadership in shaping a prosperous, inclusive future for Saudi Arabia and beyond.

Benefits range negotiated depending on financial commitment, however, visibility and references to your company will be named at the conference dinner.

How to Get Involved

1. Review the sponsorship packages and select the level that best aligns with your organisation's goals.
2. Contact our sponsorship managers, Ann Palmer or Shaheen Myers, to confirm your package and discuss any bespoke opportunities.
3. Complete and return your sponsorship agreement which will be emailed to you via DocuSign.

Key Dates

- Sponsorship commitment deadline: [30th November 2025]
- Logo and marketing material submission deadline: [31st December 2025]

Contacts

Sponsorship Managers

Ann Palmer or Shaheen Myers

[Email] contactus@figtreeintl.org

[Phone] +44 7745 960613 or +44 7706 923788

Secure your place at the heart of educational transformation — partner with us today.





“Your investment is more than sponsorship. It’s a strategic partnership that amplifies your brand, connects you with the region’s most influential education leaders, and positions you at the forefront of lasting change in schools and communities.”



www.elevateedglobal.com



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