

# iapsport

## Exhibition and sponsorship opportunities



Independent Association of Prep Schools

# Why get involved?

As we continue to develop our sports programme, IAPS welcomes partnerships with companies dedicated to providing high quality services to help us deliver even more successful sports events in the future.

Your company would be offered unrivalled exposure and be linked with our prestigious programme of 170 sporting events delivered across our membership of 670 independent prep schools.



# Why get involved?

- **IAPS schools prioritise entering our events:** 670 schools in membership, 22 sports represented, 169 events, 22,000 participants
- **IAPS schools are high performing;** many Olympic stars began their careers at an IAPS school
- **Many IAPS schools are affluent and have budgets** to invest in outstanding facilities and resources
- **Spectators;** many events have a fan-base comprising parents and grandparents who are affluent, travel savvy, financially aware and passionate about investing in their children's education



# We use amazing venues such as:

- London Aquatics Centre
- Andrew Simpson Sailing Centre
- Nottingham University
- West London Shooting School
- Large public schools including:
  - Millfield School
  - Harrow School
  - Eastbourne College
  - Repton School
  - Rugby School



# Sponsorship

- We provide excellent opportunities to publicise your company's profile and we offer generous packages
- Promotion of your brand includes: adverts and links via the sports app, link to IAPS website, IAPS social media, article in IAPS sport newsletter....and many more!
- We have partnership packages available – get in touch and align your brand with a recognised kitemark of quality!



# Sports app

This app is available for use by ALL staff in IAPS schools, as well as parents. In constant use for fixtures and results, this is the most dynamic and visible placement for your company branding. Truly unrivalled exposure!

## Gold partner

- Advert on landing page – option to update 3 times per year
- 60-second video embedded – option to update 3 times per year
- dynamic logo on home page and acknowledgement of partner status

## Silver and bronze partners

- dynamic logo on home page and acknowledgement of partner status



# Exhibition

**DIRECTOR OF SPORTS CONFERENCE:  
14 – 15 November 2022**

**Wyboston Lakes Conference Centre**

- Inaugural event for influential directors of sport; *the only exhibition* in the IAPS sporting calendar. Guaranteed prime location for our partners, plus other benefits
- Excellent opportunities to engage with influential directors of sport looking for ideas, practices, products and services in a friendly environment
- Various stand sizes to suit different budgets...a **MUST-ATTEND EVENT!**



# National swimming finals: *exclusive* package for silver partner

- to be held at the London Aquatic Centre in June 2022 (ticketed - 3,000 spectators)
- jointly branded with your logo on IAPS display banners at venue, logo and acknowledgement on brochure and tickets
- logo and acknowledgement on ticket booking website
- branded messages on welcome screen at venue and branding on backdrop for medal presentations
- Managed tweets/social media alerts throughout the event
- advert in swimming gala brochure (handed to every spectator on arrival at venue)





# Headline events: national finals

- Hockey
- Netball
- Cricket

Fantastic exposure via IAPS sports website, sports e-newsletter and social media channels and on app on the relevant sports page



# Sport

IAPS passionately believes in the importance of sport as part of an all-round education for its pupils. First and foremost, sport is about participation and enjoyment. IAPS hosts over 160 events a year across 22 sports, which are hugely popular with schools and pupils. Many Olympic stars began their careers within an IAPS school .... could you be the next one? Take a look at the sports we have on offer. We look forward to welcoming you and your school to an event throughout the year.



This is the home page on the IAPS sport website. Your logo could be here, with a link to your website

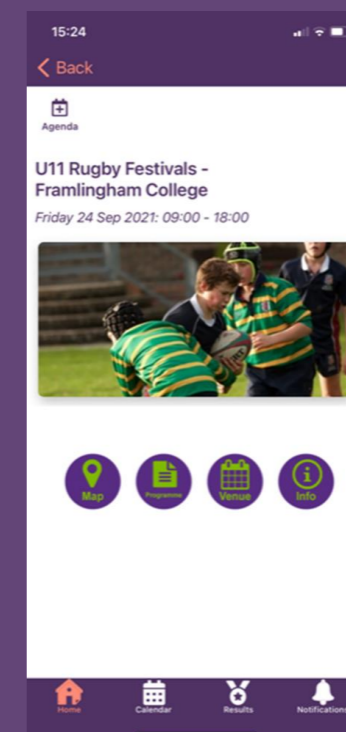


Your logo could be on the home page on the sports app

Gold partner has a short video embedded here!



Your advert could be on individual sports page, great exposure for businesses in the local area!



All highly visible and interactive!

# Get in touch!

Please get in touch if you would like to be part of the prestigious IAPS sports programme.

**Helen Wycherley**

**Exhibition & Sponsorship Co-ordinator**

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**iaps** sport