Current pedagogical approaches are insufficient for preparing the millions of students pursuing higher education globally to be the type of leaders, entrepreneurs and thinkers that we need for the 21st century. The impending threat of automation-induced unemployment is another incentive for progress. Opportunities are also being created by the relentless advances in technology that permit the personalization of education, allowing pedagogy to be adapted for individual learning styles and learner commitments, group learning, collaborative knowledge-creation, and real-world employer projects.

**About Reimagine Education**

To encourage experts from the fields of academia, education technology, government policy, and venture capital to come together and catalyse change, QS Quacquarelli Symonds entered into collaboration with The Wharton School - SEI Centre, to launch the Reimagine Education Awards & Conference.

The Awards – the Oscars of Higher Education - aim to identify and acknowledge those educational thought-leaders transforming teaching, learning, and employability outcomes; the conference provides an elite forum for these different but co-dependent parties to come together and reimagine education for the world’s students and teachers.

The conference also provides the competition’s finest entries with both the visibility and networking opportunities necessary to expand and improve their initiatives, featuring unrivalled showcasing opportunities.
A Growing Conference

The 2016 Reimagine Education Awards and Conference saw the initiative enjoy rapid growth, more than doubling the number of completed applications, and increasing delegate numbers by 25% year-on-year. This year, we expect over 1000 applications, and over 500 delegates. The latter figure represents projected year-on-year growth of approximately 20%.

Our program was attended by numerous thought-leaders from across the educational world, including Google’s Jonathan Rochelle and Microsoft’s Larry Nelson, 42 CEO Brittany Bir, Chief Innovation Officer for the State of Rhode Island Richard Culatta, and CEO of the Minerva Project, Ben Nelson. The ever-increasing reach of the competition – a truly global endeavour – and prestigious delegate cohort provide outstanding opportunities for you, as Reimagine Education Sponsor, to improve brand visibility and forge transformative business partnerships.

However, sponsors also benefit from the relative intimacy of the conference, which permits high-quality engagement opportunities with all delegates and speakers.
New Business Opportunities

As the Reimagine Education project moves into its fourth year, expecting rapidly-rising prestige and participant growth, we seek a series of sponsors seeking to emphasise that educational transformation is at the heart of their brand identity. Our competition will open on March 15th, allowing sponsors to participate in a yearlong branding campaign that will reach all corners of the globe.
Opportunities for sponsorship are myriad, ranging from the general – online visibility and recognition in email communications – to the specific – sponsoring one of our 16 Category Awards. To find out more, turn over!
The following pages detail the varied ways in which partnering with Reimagine Education as one of our valued sponsors can help enhance brand recognition. Our footprint is one visible both online and offline, allowing us to ensure that our sponsors’ name reaches the appropriate audience for them.

1. **Overall Awards**  
   US$25-40,000
   - Overall Winner
   - Overall EdTech

2. **Sub-Categories**  
   US$15,000
   - E-Learning
   - Hybrid Learning
   - Presence Learning
   - Teaching Delivery
   - Nurturing Employability
   - Learning Assessment
   - Best Use of ICT Tools
   - ICT Support & Services
   - Educational App
   - Digital Content
   - Sustainability

3. **Regional Awards**  
   US$7,500
   - Africa
   - Asia
   - Europe
   - Latin America
   - North America
   - Middle East
   - Oceania

4. **Discipline Awards**  
   US$5,000
   - Arts & Humanities
   - Engineering & IT
   - Life Sciences
   - Social Sciences
   - Natural Sciences
   - MBA & Professional Education

Awards Sponsorship

JONATHAN ROCHELLE,  
Director of Product Management,  
Google
Awards Sponsorship Branding Visibility

Sponsoring an award will provide some of the following brand visibility options, depending on the level of sponsorship:

- **Website**
  (Logo on reimagine-education.com)

- **Handshake**
  (Sponsor to present the award to recipient at Gala Dinner)

- **Screen**
  (Logo on Awards Ceremony screen at Gala Dinner)

- **Certificate**
  (Logo on winner and runners-up certificates)

- **E-book**
  (Logo in post-awards e-book)

- **Trophy**
  (Logo on award trophy)

- **Online Materials**
  (Logo included in email & social media promoting the competition)

- **Marketing Collateral**
  (Logo on print materials promoting the competition)

- **Speech & Delegate Email**
  (2-minute address to audience during the Awards Ceremony and email to all delegates)
Awards Ceremony & Gala Dinner Sponsorship

**US$50,000**

In December, all shortlisted entrants and conference delegates gather at the Awards Ceremony & Gala Dinner for the announcement of global winners.

The Gala Dinner offers a great opportunity for a single sponsor to acquire full branding rights.

These include:

- **Menu**
  (Logo on Gala Dinner menu)

- **Signage**
  (Logo on Awards Ceremony & Gala Dinner signage)

- **Website**
  (Logo on reimagine-education.com)

- **Podium and Speech**
  (3-minute address to audience during the Awards Ceremony)

- **Sponsor Thanks**
  (Acknowledgement from Master of Ceremony)
Conference Sponsorship & Exhibition Opportunities

Throughout the conference, exhibitors and sponsors will be offered the following opportunities according to their chosen package:

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<th>Silver</th>
<th>Gold</th>
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À la carte

**Welcome Dinner US$25,000**
As headline sponsor for the conference ‘Welcome Dinner’ gain prime visibility with logo placement on program web page, menus, food stands, signage and welcome holding screen, as well as four banners within the dinner venue (sponsor provides). Receive acknowledgement during the welcome speech and enjoy the opportunity to address the full conference audience during a three minute speech.

**Opening Reception Drinks US$10,000**
Exclusive sponsorship of the conference ‘Opening Reception’, which includes logo on program web page, four banners within the reception space (sponsor provides), logo on canapé trays, as well as an sponsor acknowledgement in the welcome speech.

**Delegate Badge & Lanyards US$3,000**
This offers high visibility with your organisation’s logo on the delegate names badges, as well as on the lanyard itself.

**Delegate Bags US$3,000**
Exclusive sponsorship that includes your organisation’s logo on the conference delegate bag.

**Exhibit Table US$1,500**
The exhibition will offer prime positioning for sponsors to showcase their offerings and network with delegates throughout the event. The table top will consist of 1 metre, including the use of table cloth and one chair. This space is sufficient to accommodate the use of 2 regular sized pull-up banners (exhibitor to provide).

**Leaflet Insert US$800**
Highlight your organisation by providing marketing collateral to be included as inserts in every delegate bag.
Reimagine Education Partners

Contact

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