



SPONSORSHIP PACK: EDUCATION THE NATIONAL HAPPINESS AWARDS 2019

Reach new
education
audiences
and markets



- > Premier wellbeing event
- > High-profile judges
- > National coverage



“We recently had
a good Ofsted.
But winning this
award is what
it’s all about.”

Flakefleet Primary School,
Happiest Primary School 2018.





RECOGNISING HAPPINESS EXCELLENCE IN EDUCATION

**“It is an honour
to win an award
like this.”**

**Thistley Hough
Academy, Happiest
Secondary School**

The National Happiness Awards is a non-profit event which recognises and honours the happiest schools, pupils, teachers, head teachers and school teams in the UK.

The awards are judged by an independent panel of experts and culminate in a gala evening of fun and glamour.

The awards recognise happiness heroes from education, the public sector and business.

2019 marks the fourth year the awards have been running and each year they grow in size and profile.

They are the only awards of their kind in Britain and attract significant media attention.

As a community interest company, The National Happiness Awards promote research and best practice in education mental health.

**“The award has been
amazing. To have so
many like-minded people
in the same room was
overwhelming.”**

**Jane Thomas,
Happiest Teacher
winner**



SPONSORSHIP BENEFITS

Reach new education audiences and markets

SPONSOR BENEFITS INCLUDE:

- **Reputation alignment**

Align your organisation with schools who enter and with our influential event partners, which in the past have included CIPD and Crown House Publishing.

- **National coverage**

Use your own PR to gain leverage from the event's high-profile coverage. Previous awards have been covered by the BBC and ITV, plus a range of national and regional newspapers, websites and trade publications.

- **High-profile judges**

Network with judges, finalists from other schools and award guests.

- **Premier happiness and wellbeing event**

Reinforce your organisation's positive values by affiliation with the premier event for happiness and wellbeing in the UK.

The awards in numbers

9500

visitors to awards
web pages

200

nominees

4000

social media
audience

40

sponsored
mailings

9000

opted-in
mailing list

380,000

potential online
reach

THE OPPORTUNITY TO BE PART OF ONE OF THE UK'S MOST UNIQUE AWARD SCHEMES

The National Happiness Awards were developed by happiness and wellbeing pioneer, Laughology, which has been providing ground-breaking learning and development to the education sector for over a decade and runs the pioneering Happy-Centred Schools programme.

Laughology's background in education, psychology, stand-up comedy and the science of humour ensures that the awards are refreshingly fun and full of laughs.

The awards honour best practice in schools, businesses and organisations. The accolades are divided into two sectors: Happiness in Education and Happiness in the Workplace. Three tiers of sponsorship are available for each sector: Gold, Silver and Bronze.

AWARDS CATEGORIES

Happiness in Education

- Happiest Primary School
- Happiest Secondary School
- Happiest Child (Primary)
- Happiest Young Person (Secondary)
- Happiest School Employee

Happiness in the Workplace

- Happiest Workplace
- Happiest Employee
- Happiest Team



Awards timeline

Awards launch: 01 June 2019

Deadline for entries: 29th October 2019

Shortlist announced: 15th November

Awards night: 22nd November 2019



HOW TO GET THE BEST FROM YOUR SPONSORSHIP

As a sponsor, your partnership with The National Happiness Awards can last for the full timetable if you commit early. This means you have several months to capitalise on your sponsorship by raising awareness of your brand and its involvement in the UK's premier happiness recognition event.

- Link your website to the award's page
- Write and post blogs and articles about your involvement
- Follow the awards news and re-tweet from your account
- Link to award's social media
- Get involved in the social media campaign
- Generate PR within your sector specific media highlighting your involvement
- Encourage your partners, stakeholders and clients to enter to showcase their best practice
- Invite prospective clients and new prospects to the awards evening

“Better than an Ofsted badge.”

Sue Blyth, Fourfields Community School

SPONSOR PACKAGES



Gold sponsor £2,500

- Headline title rights.
- Logo prominence on event material including invitations, emails, website and press releases.
- Two features in Laughology monthly news bulletin, with dedicated HTML featuring your company and interview with senior exec.
- Full-page ad in award's night brochure.
- Short presentation on stage during the awards.
- Acknowledgement and dedicated mention in opening and closing remarks.
- Acknowledgement of sponsorship in press releases and PR material.
- Branding on award's backdrop.
- Four free places to attend awards.
- Representative included in official award's photography.
- Opportunity to set up and attend your own stall at the awards.
- Name and logo in award's brochure.
- Company flyer inserts in goody bag.
- Place on the award's judging panel.
- Opportunity to present an award.



Silver sponsor £1,500

- Logo on dedicated award's website.
- Half-page ad in award's brochure.
- Acknowledgement in opening and closing remarks.
- Acknowledgement of sponsorship in press releases and PR material.
- Two free places to attend awards.
- Opportunity to set up and attend your own stall at the awards.
- Second-tier branding on event materials, invitations, emails and website.
- Name and logo in award's brochure.
- Company flyer inserts in goody bag.



Bronze sponsor £750

- Acknowledgement in opening and closing remarks.
- Opportunity to set up and attend your own stall at the awards.
- Name and logo in award's brochure.
- Company flyer inserts in goody bag.



Venue sponsor

Each year we invite businesses and organisations to sponsor us by providing a venue. NatWest, The Landing, MediaCity UK and CIPD have been venue sponsors in the past.

This means the awards will be hosted in association with your business and, in addition, you will achieve the same level of benefits as gold sponsors.



... And that's not all

There are plenty of other opportunities for you and your organisation to get involved in Britain's happiest and brightest awards event.

If you would like to sponsor in kind by providing logistics or services, such as catering, or if you would like to donate a lot to the auction that will be held on the awards night to raise funds for our charity partner, Haven House www.havenhouse.org.uk, please get in touch.

Contact: Stephw@laughology.co.uk or call and speak to a member of the team on 0844 800 1701 for further sponsorship information.



National
Happiness Awards 2019
Charity Sponsor

