

SEA Corporate Partner Framework

SEA Corporate Partners are organisations who actively engage with and provide outstanding service and support to SEA Members.

Objectives

The SEA accepts Corporate Partner membership applications from organisations which:

- Offer a service or product which is deemed useful to SEA member schools in the delivery of their commercial programmes; and
- Are willing to abide by the SEA's Corporate Partner Framework as outlined in this document.

SEA Corporate Partners are not **endorsed by the SEA** nor does the association accept any liability for the quality of the goods/services offered by Corporate Partners.

Corporate Partner membership of the SEA

The number of Corporate Partner membership places is limited to a percentage of the number of SEA school members. A waitlist may apply.

Corporate Partners enter into a commercial arrangement with the SEA:

- The SEA accepts Corporate Partner applications, which are reviewed in May each year and Corporate Partners are invited to join the SEA by 31st August;
- All Corporate Partner member applications are reviewed by the SEA Membership Committee; and
- Upon the SEA accepting the member application, an annual fee is payable to the SEA due by 30th September.

Corporate Partner Benefits

SEA Corporate Partners are invited to promote their goods/services to SEA members within the parameters of this Corporate Partner Framework.

SEA logo usage

- All SEA Corporate Partners may use the SEA Corporate Partner Logo on their branding and communications.

SEA branding, networking and communication opportunities include:

- A single company listing on the SEA online Corporate Partner Directory.
- First option on packages to sponsor and exhibit at the Annual Conference.
- Membership of the closed SEA LinkedIn group for the purposes ONLY of observing the member dialogue and responding directly to a relevant member enquiry within the closed LinkedIn group.
- Opportunities to submit case studies, blogs, videos, 'How To' Guides and other relevant materials for inclusion, upon approval from the SEA Executive, in the SEA members' Resource Library on the SEA website.
- Invitation to attend termly advisory meetings and roundtables for the purposes of networking and discussion as appropriate and agreed but not for the purposes of directly selling or marketing goods and or services to SEA members.
- The opportunity to promote your own training and events in the SEA half-termly Newsletter – a single line entry per newsletter including the title of the event, the presenter and the date and time will be considered.

Corporate Partner training webinar relevant to SEA members

- Corporate Partners will be invited to host annually a single information training webinar on a topic relevant to SEA members, which is deemed fit for purpose by the SEA Executive.
- The webinar content and booking information must be provided and managed by the Corporate Partner – the SEA is not responsible for any logistics around the webinar or for number of attendees.
- The SEA will inform SEA members of the webinar through one social media post including the LinkedIn private group, information in the Newsletter (see above) and one direct email to members.
- The hosting Corporate Partner may invite non-members to attend their SEA training webinar but all related marketing and booking will be handled by the Corporate Partners.