

## 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 unlimited.

Corporate Partners enter into a commercial arrangement with the SEA:

- The SEA accepts Corporate Partner applications throughout the year;
- Corporate Partners must provide 2 references, one from a current SEA member, one from a client (from any sector), which will directly be requested by the SEA;
- Upon the SEA accepting the member application, an annual subscription fee, pro-rata, is payable to the SEA (Note: The SEA subscription year renews each year on 1<sup>st</sup> September); and
- Corporate Partner membership automatically renews each year unless:
  - o The Corporate Partner cancels the membership by 30<sup>th</sup> September in any year; or
  - o A formal complaint is lodged against the Corporate Partner. In this instance, the complaint is reviewed by the membership committee and if

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it is upheld, Corporate Partner membership is terminated with immediate effect.

### Corporate Partner Fees

12 month subscription 2024-25 (pro-rata)	£660
12 month subscription 2025-2026 (pro-rata)	£780

### 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.

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- 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.