



mathsweek LONDON

27 JUNE – 1 JULY 2022

PARTNER WITH US

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with





Welcome from Sumdog

Maths Week London's mission is to ignite a love of maths in children across London. Numeracy is a vital skill and we believe it can and should be enjoyable, relatable and accessible.

Since 2019, Maths Week London has worked with over 1000 schools and hundreds of families to:

- improve children's confidence in mathematics
- demonstrate to children the value of maths as a lifelong skill by linking it to the wider world
- show children and their families that maths plays an important part in our every day lives. And that it can be fun!

Following the effects of school closures and ongoing disruption to teaching and learning due to the COVID-19 pandemic, we believe that engaging children with maths is more important than ever and that Maths Week London has a vital role to play in achieving this.

To do this we need your help, and we would love for you to join us as a Maths Week London partner in 2022. Read on for our partnership options and to hear about our objectives for 2022.

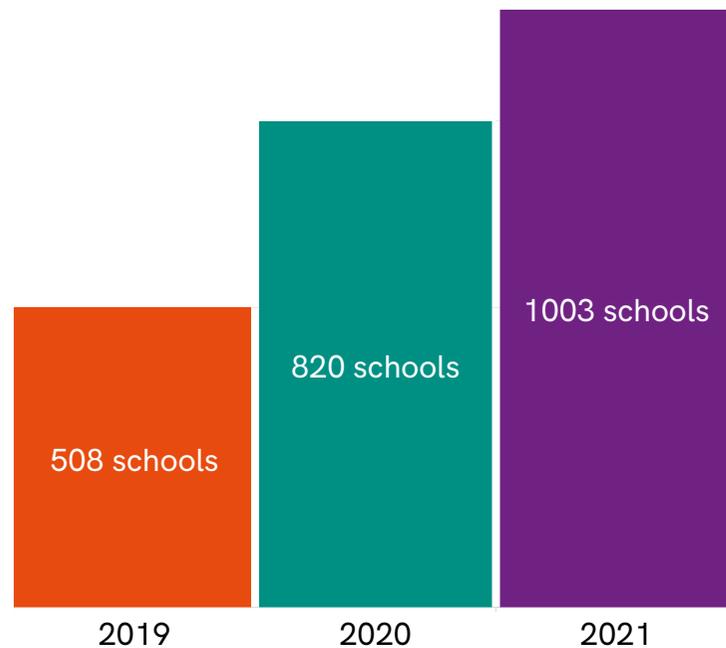
Best wishes,

Andrea Carr
Chairman
Sumdog



Looking ahead to 2022

Over the last three years we've seen participation in Maths Week London grow...



But we know there's the potential to reach even more children and young people in 2022.

Our objectives

Increase the Grant Fund amount

Each year, the Mayor's Fund for London administers a special grant scheme, to support schools with their own activities and events during Maths Week London, funded by contributions from our partners.

Through welcoming new partners for 2022 we hope to increase the amount available and subsequently the impact Maths Week London can have in schools.

Increase our free support

Every year we curate a range of free resources with the support of our partners, from EYFS to key stage 4, available on the Maths Week London website.

We'd like to add even more resources for 2022 including PD webinars and live events, podcasts, blogs, downloadables and video content to support as many children, parents and teachers as possible with maths teaching and learning.

Increase of media coverage

We've been fortunate to have support on social media from some great maths ambassadors including Dr Nira Chamberlain, Tim Harford OBE and Bobby Seagull but for 2022, we're planning a bigger PR campaign to boost broader awareness of Maths Week London and we'd love to have a panel of MWL ambassadors to support us with this.



Who we are



Sumdog

The founding partner, Sumdog was founded in Edinburgh in 1996 in order to help all pupils, aged 5-14, reach their full potential in maths through adaptive games-based online practice and low-stakes assessments.

Mayor's Fund for London

The Mayor's Fund for London is an independent charity championing opportunities for young Londoners from low-income backgrounds. Its charitable activities focus on wellbeing, skills, employment and enterprise.

LGfL

LGfL is a charity whose mission is the advancement of education. Their ambition is for UK schools to lead the world in digital innovation, enabling children of all backgrounds and abilities to achieve more whilst schools spend less.



Our 2022 partnership options

The following partnership options have been designed to help us meet our Maths Week London 2022 objectives whilst ensuring any organisation who would like to take part, can do so.

Bronze package

- Logo featured on MWL website and MWL email footer under "Our partners" + any other collateral e.g. Events Program
- Section on the Resources area of the website for 1 year
- Individual announcement as a partner on the MWL social media channels (over 700 Twitter followers)
- Inclusion in daily emails to MWL registrants about event and partner activity
- 1 dedicated social post, written by you and shared with our engaged Twitter following over April - July

£500 (£500 to the Grant Fund)

Our Bronze package enables partners to support at their own level with their own events or activities for the week, whilst receiving brand recognition across the Maths Week London social media channels, website and daily MWL emails as an official partner.

Commitment required: We ask that Bronze partners help spread the word on social media with the provided toolkit and meet any required deadlines for the Resources section of the website, details needed for email/social copy.



Silver package

- Logo featured on MWL website and MWL email footer under "Our partners" + any other collateral e.g. Events Program
- Section on the Resources area of the website for 1 year
- Individual announcement as a partner on the MWL social media channels (over 700 Twitter followers)
- Inclusion in daily emails to MWL registrants about event and partner activity
- 3 dedicated social posts shared with our engaged Twitter following over April-July
- 2 dedicated emails to all MWL 2022 sign-ups over April-July in your branding (your choice of before, during or after MWL)
- 1 featured blog post on the MWL website, included in broader MWL promotion
- Invitation to MWL live event at London location with speaker slot and named in Event Program

£1500* (£500 to the Grant Fund)

Commitment required: As well as sharing on your channels and providing copy for your dedicated content, we'd love to collaborate with you to help shape the live event in London so all our partners get the most out of it.

*All partner contributions will go towards Maths Week London marketing and promotion to meet our 2022 objectives and will not be held by Sumdog.



Gold package (3 available)

- Logo featured on MWL website and MWL email footer under "Our partners" + any other collateral e.g. Events Program
- Section on the Resources area of the website for 1 year
- Individual announcement as a partner on the MWL social media channels (over 700 Twitter followers)
- Inclusion in daily emails to MWL registrants about event and partner activity
- Up to 10 dedicated social posts shared with our engaged social media following over April-July
- 4 dedicated emails to all MWL 2022 sign-ups over April-July in your branding (your choice of before, during or after MWL)
- 2 featured blog posts on the MWL website, included in broader MWL promotion
- Invitation to MWL live event at London location with speaker slot and Event Program space
- Partnership on and further promotion of specially created content for Maths Week London e.g. PD webinars, TeachMeets, podcasts etc.

£2500* (£500 to the Grant Fund)

All of our partners will be invited to our kick-off event in London in December where we hope to have a discussion around our potential themes, content ideas and (fingers crossed!) an in-person networking session. We'll also be providing our partners with Maths Week London flyers to take to events in 2022.

*All partner contributions will go towards Maths Week London marketing and promotion to meet our 2022 objectives and will not be held by Sumdog.



Next steps

If you have any questions about our packages or would like to discuss an alternative arrangement if none of them quite work for you, we would be happy to have a conversation so that anyone who wants to support us, can. Please email kirsty.smith@sumdog.com to discuss.

Chosen your package? Please fill out the Partnership Agreement form and send back to kirsty.smith@sumdog.com

We look forward to working with you!



Timeline

Date	Milestone
August - October 2021	Review of MWL 2021 and partner outreach
November 2021	Partners confirmed and agreements signed
December 2021/January 2022	Partner kick-off event in London
March 2022	Grant Fund applications
April - June 2022	Marketing and PR campaign
27 June - 1 July 2022	Maths Week London
July 2022	Round-up and Awards Ceremony




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Get in touch

kirsty.smith@sumdog.com