



mathsweek

LONDON

26 – 30 JUNE 2023

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PARTNER WITH US



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.

Everyday Maths in London

This year, we want to highlight why maths is important to engage with from a young age to help develop practical skills. We want to show how making maths relevant can also make it fun and how it can enable success in all areas of everyday life.

With our new theme for 2023, we will be looking at how maths isn't just something you need to learn to get through school, but how it can apply to a variety of careers, how it can support you in your everyday activities and make a positive impact both now and in the future.

To do this we need your help, and we would love for you to join us as a Maths Week London partner in 2023. Read on for our partnership options and to hear about our objectives for 2023.

Best wishes,

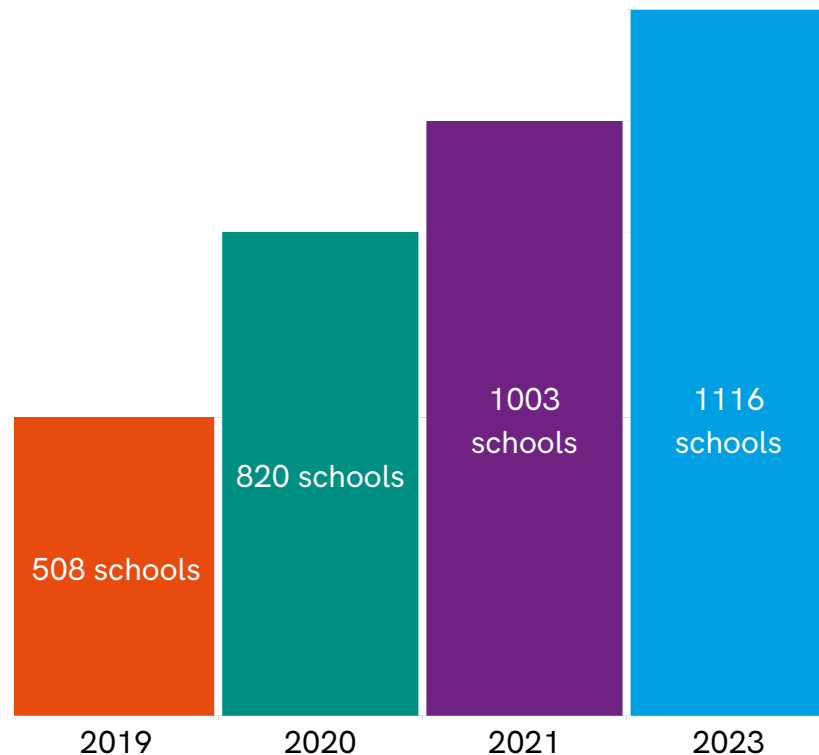
Andrew Hall

CEO, Sumdog
Sumdog



Looking ahead to 2023

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



But we know there's the potential to reach even more young people and adults in 2023.

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 2023 we hope to increase the amount available and subsequently the impact Maths Week London can have in schools.

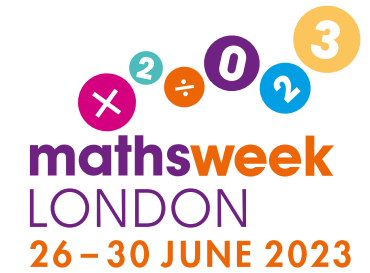
Increase our free support

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 2023 including PD webinars and live events, podcasts, blogs, downloadables and video content to support as many children, parents, adults and teachers as possible with maths teaching and learning.

Expand our reach

With the help of new partners in 2023, our aim is to build on the impact that Maths Week London has had with primary school children and expand our reach into secondary schools, post-16 and adult maths learners.



Who we are



Sumdog

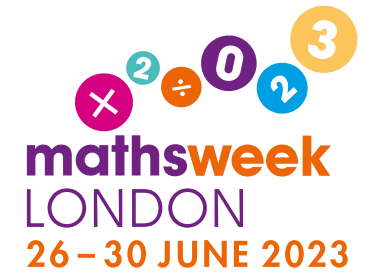
The founding partner and organiser, Sumdog was founded in Edinburgh in 1996 in order to help all pupils, aged 5-14, reach their full potential in maths through adaptive games-based online practice and low-stakes assessments.

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 2023 partnership options

The following partnership options have been designed to help us meet our Maths Week London 2023 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 900 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 600 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 2023 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 tbc 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 2023 objectives and will not be held by Sumdog.

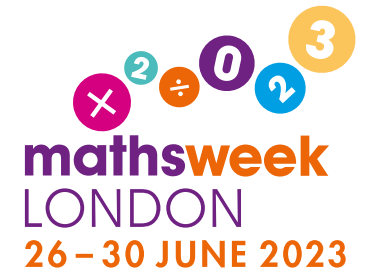


Gold package (3 available)

- 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 900 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 2023 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 tbc 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 partner contributions will go towards Maths Week London marketing and promotion to meet our 2023 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!




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Get in touch

kirsty.smith@sumdog.com