

Conference 2025

Sponsorship Opportunities

↘ Wembley
Arena

17-18
November





The Event

We are incredibly proud to bring the BASE 2025 Conference experience to Wembley Stadium, London, especially in the first year of the Government's flagship Connect to Work Programme.

This year we are again running two events:

Quality Support : Lasting Careers, Values at the Heart

Audience:

400 delegates from Local and Central Government, Social Care, Health Organisations, Supported Employment Providers, Education Providers plus Local and National Employers. Taking place over two days, this event was oversubscribed in 2024

Disability Confident in Action Business Summit

Audience:

Limited to 100 delegates drawn exclusively from the UK Business Community and will include business leaders, HR professionals, ERG and EDI leads who are committed to moving from Disability Confident to Disability Confident in Action





Why Sponsor



Brand Visibility

Display your Company logo on the big screen at Wembley.

Opportunity to address delegates for selected packages.

Complimentary delegate or award dinner tickets.



Brand Marketing

Publicity on BASE social media channels.

Advertising space in Conference Brochure.

Exhibition Stand or Banner Display at Venue.



Brand Exposure

Build an ongoing relationship with BASE and it's wider network

Demonstrate your commitment to an inclusive and diverse workforce



www.base-uk.org

Sponsorship Packages



Main Conference Principal Sponsor £12K

Four complimentary conference delegate tickets | Larger Exhibition Space | Address the room at Awards dinner | Display of corporate logo on BASE website | Full Page Advert in Conference Brochure | Marketing on BASE social media before, during, and after event|



Associate Sponsor [x 2] £5K

Two complimentary conference delegate places | Participate in panel discussion at the Conference | Display of banners / exhibition space | Display of corporate logo on BASE website | Half-Page Advert in Conference Brochure | Marketing on BASE social media before, during, and after event|



Business Summit Principal Sponsor £5K



Co-develop the Business Summit agenda and select panellists | 2 complimentary delegate places to Business Summit | Opportunity to participate in panel discussion at the Business Summit | Display banners at Business Event | Display of corporate logo on BASE website and Business Summit brochure | Marketing on BASE social media before, during, and after event|

RESERVED





Sponsorship Packages

Lived Experience Speaker Sponsor £2K

Display of logo on stage with keynote speaker | Day 1 complimentary delegate ticket | Shared social media opportunity from speaker to connect to new audience |
Display of corporate logo on BASE website |
Advertising feature in Conference Brochure | Keynote marketing on BASE social media before, during, and after the event |

BASE Award Sponsorship

The BASE awards highlight the best practice taking place across Britain to change and enrich the lives of disabled, neurodivergent and disadvantaged people through good employment.

There are ten award categories which reflect the achievements of individuals, teams and organisations who utilise the supported employment model in their work.

Award Sponsorship Package £699

Two complimentary award dinner tickets | Opportunity to address attendees at the award dinner | Present award to winner on the evening | Display of corporate logo on BASE website | Display of Pull Up Banner during Conference | Marketing on BASE social media before, during, and after event|

Extra: A4 [Full Page] Advert in the brochure - £240
A5 [Half-page] Advert in the brochure - £120/

Award Categories



David Grainger Award



Presented to a disabled person who inspires other people to have high aspirations in employment, who has changed perceptions around what disabled people can achieve or progressed in their career.

RESERVED

Innovation of the Year Available

Celebrates the wide variety of innovation with the sector, from tech programmes to co-produced resources, it includes anything that drives up engagement

Jurgen Donaldson Award Available

Presented to an individual who is disrupting the status quo when it comes to being Disability Confident Ambassador.

Large Employer Available

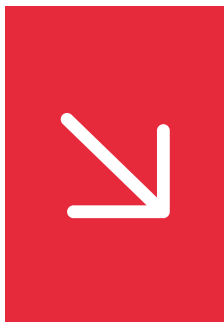
This category recognises a large employer (over 1000 employees) who has shown Disability Confidence leadership in action.

Large Supported Employment Team Available

This award celebrates the collective success of a large team of 30 plus people working in supported employment.

Practitioner of the Year Available

Recognises an individual who excels in partnership working, innovative practice and a high number of well-matched employment outcomes



Award Categories

Small/Micro Employer



This is an opportunity to celebrate those smaller employers (less than 1000 employees) who are making a difference one person at a time, within their local communities

RESERVED

Small Supported Employment/ Social Enterprise Team

Available

Celebrates a small but highly effective team, who on limited resources have high ambition in promoting inclusive recruitment within their community

Social Value Award Available

Aimed at organisations, this award will recognise how embedding social value at the heart of a contract has delivered improved employment outcomes for disabled, neurodivergent and disadvantaged people

Supported Employment Leader Available

This award celebrates the leadership of an individual who has supported a team to embed best practice, innovation and/or clear leadership through a challenging time.

To begin a conversation about any of the above sponsorship opportunities, please reach out to Laura Davis, BASE CEO via the email to conference@base-uk.org with the subject "Sponsorship"

Terms and Conditions for Sponsorship Packages

1. Introduction

These terms and conditions govern the sponsorship agreement between the British Association for Supported Employment and Inclusive Trading CIC and the sponsor for the BASE conference 2025 scheduled to take place on 17th and 18th November 2025 at Wembley Stadium, London.

2. Sponsorship Packages

The sponsor agrees to provide financial support or in-kind contributions as outlined in the selected sponsorship package.

3. Payment Terms

- Payment must be made in full by the 1st October 2025 unless agreed directly with the CEO of BASE.
- Payment methods accepted include: BACS and Credit Card

4. Sponsor Benefits

Sponsors will receive benefits as outlined in their selected package, including but not limited to:

- Logo placement on selected event materials
- Mention in press releases and social media
- Complimentary event tickets
- Brand exposure promoting commitment to Disability Inclusion

5. Sponsor Obligations

- Sponsors must provide their logo and any promotional materials by 1st October 2025
- Sponsors must adhere to event guidelines and policies.

Terms and Conditions for Sponsorship Packages cont.

6. Cancellation Policy

No refunds available unless in exceptional circumstances, which must be put in writing to the CEO, if request submitted after the 31st of October 2025, only 50% of refund could be considered.

7. Liability

- BASE is not liable for any loss or damage incurred by the sponsor in connection with the event.
- Sponsors are responsible for their own insurance coverage.

8. Use of Sponsor's Name and Logo

- BASE is granted permission to use the sponsor's name and logo for promotional purposes related to the event, prior, during and after the event.

9. Confidentiality

Both parties agree to keep confidential any proprietary information shared during the sponsorship agreement.

Once written confirmation has been received of sponsorship of any package for the BASE conference 2025, all terms and conditions will apply.

The British Association for Supported Employment (BASE) is a company registered in England & Wales no. 05794990. Registered charity no. 1136395.

Inclusive Trading is the trading arm of BASE and is a community interest company registered in England & Wales no. 07307354.