



SCOTTISH APPRENTICESHIP AWARDS

16 NOVEMBER 2017

MA
Modern Apprenticeships

From Skills Development Scotland

SPONSORSHIP OPPORTUNITIES

THE TALENT YOU NEED FOR THE GROWTH YOU WANT.

With growing recognition of the benefits of work-based learning over traditional academic learning, Scotland's Apprenticeship programme has a greater profile than ever.

Each year over 14,000 employers use Apprenticeships to develop the essential skills their business needs, from accountancy to zoology, and everything in between. And the results speak for themselves:

- 75% of employers say their Apprentices have improved their productivity
- 88% say Apprentices are important to their business
- 89% would recommend Apprenticeships within their industry

With over 26,000 young people benefiting from an Apprenticeship each year, and with public commitment to an ambitious expansion of the programme, Apprenticeships are growing like never before.



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RECOGNISING EXCELLENCE

For the last 16 years, the Scottish Apprenticeship Awards have recognised the skills, talent and achievements of Scottish Apprentices and their employers.

Partnering in the awards programme provides a unique opportunity to align your business with this flagship programme and the tangible benefits it delivers for the Scottish economy.

SPONSORSHIP BENEFITS

Getting involved in the awards has a wide range of benefits, including:

- Brand association with the high profile Apprenticeship programme
- Significant media and digital coverage
- Profile your own Apprenticeship programme and the contribution it makes to your business
- Showcase your corporate responsibility towards a key social and economic challenge
- Put your brand in front of an influential political and corporate audience

COMPREHENSIVE DIGITAL MARKETING CAMPAIGN

- Over 10,000 visits to the event microsite during the 2016 campaign
- Event hashtag trending on Twitter in Edinburgh during awards last year with the event hashtag making 3.3million impressions and reaching over 550k people across Twitter and Instagram



GALA DINNER AND AWARDS CEREMONY

- Gala dinner for over 400 guests
- 16 November 2017
- High profile audience mix of businesses, politicians and apprentices
- Employer showcase opportunities
- Venue for 2017 awards:
Kelvingrove Art Gallery and Museum



TITLE SPONSORSHIP BENEFITS

RESERVED

- Naming rights: Scottish Apprenticeship Awards, in association with [your company]
- Bespoke event logo lockup incorporating your identity
- First logo branding across all pre promotional activity
- First logo branding across all event branding and venue dressing
- First logo branding and links on event website
- Bespoke video and PR case studies developed by SDS around your Apprenticeships programme, utilised across multiple channels:
 - Content on *Apprenticeships.scot*
 - Utilised within PR campaign
 - Utilised within digital marketing campaign
- Quotes within all campaign press releases
- Two places at the top table during the ceremony
- Prominent table of ten for sponsor use
- 5 minute speaking slot during the awards ceremony
- Logo on the Apprentice of the Year category award
- Promoted posts across SDS social channels with an audience reach of 40,000
- We are also happy to support additional promotional activity aligned to our title sponsor's business objectives by negotiation.



Title sponsorship package: £25,000 (ex VAT)

CATEGORY SPONSORSHIP BENEFITS

- Branding across all pre promotional activity
- Branding across all event branding and venue dressing
- Branding and links on event website
- Table of ten at the awards ceremony
- Opportunity to present the award in the selected category
- Logo and link on event website
- Branding at awards event
- Verbal recognition by event host
- A video produced to highlight your support of the awards that will be added to the SDS YouTube channel and used on social media
- Logo on the awards for the category
- Logo on printed materials relating to the awards
- Acknowledgement of category partnership in media campaign
- Social media promotional posts relating to category branded with the category partner's logo
- Posts shared through multiple SDS social channels with an audience reach of over 40,000



Category sponsorship package: **£8,000** (ex VAT)

AWARDS CATEGORIES

- Scotland's Apprentice of the Year **RESERVED**
- Apprentice Ambassador of the Year
- Foundation Apprentice of the Year
- Apprentice of the Year – Level 2
- Apprentice of the Year – Level 3 **RESERVED**
- Apprentice of the Year - Level 4 & above
- Micro Employer of the Year
(10 employees or fewer)
- SME Employer of the Year
(11 to 249 employees)
- Large Employer of the Year
(more than 250 employees)
- Public Sector Employer of the Year **RESERVED**
- Promoting Diversity Employer of the Year

SUPPORTING PARTNER BENEFITS

- Four complimentary places at the Scottish Apprenticeship Awards ceremony
- Detail on the event website outlining your support
- Logo on printed collateral relating to the awards
- Acknowledgement of supporting partnership in media campaign
- Branding at awards ceremony
- Verbal recognition by event host.



Supporting partner package: **£5,000** (ex VAT)

CONTACT

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