

Skills
Development
Scotland

SCOTTISH

APPRENTICESHIP

AWARDS 2019

SPONSORSHIP OPPORTUNITIES

SCOTTISH
APPRENTICESHIP
AWARDS
2018

Skills
Development
Scotland



RECOGNISING EXCELLENCE

The Scottish Apprenticeship Awards, now in their 18th year, is a national celebration of the skills, talent and achievements of Scottish Apprentices and the commitment of their employers.

The high-profile event attracts more than 350 guests, including senior representatives from the Scottish Government, leaders from Scotland's most dynamic sectors and apprentices from across Scotland.

By supporting the Awards, sponsors are able to align their business to Scottish Apprenticeships and the positive benefits they deliver to the Scottish economy.

Support also offers the opportunity for positive brand exposure across the duration of a four-month, multi-channel campaign which runs from August to November 2019.



[Click to watch highlights from the 2018 Awards](#)

AWARDS VENUE 2019

Bringing the Scottish Apprenticeship Awards 2019 to the City of Discovery

Each year, SDS aims to host the Awards in a location that mirrors the growth and diversity of Scottish Apprenticeships.

In line with this ambition, we are delighted to bring this year's Awards to the Caird Hall, Dundee on Thursday 7th November 2019.

This landmark venue provides an incredible platform to celebrate the very best of Scottish Apprenticeships, and will offer a prominent showcase for sponsor branding on the night.



The Caird Hall, Dundee

BRAND EXPOSURE - MEDIA

Media coverage 2018

- More than **30 tailored media releases** were created and distributed to national, regional and local print, online, broadcast and trade media.
- Coverage was secured in **44 publications**, including: The Courier Dundee, Daily Record, Sunday National, Paisley Daily Express, Northern Scot, Glasgow Business Magazine, Scottish Business Insider Online and Scotsman.
- **2 paid advertorial features** were included in the Daily Record - spotlighting apprentice finalists, apprentice case studies, winners and event sponsors.



2018 Daily Record Supplement

BRAND EXPOSURE - DIGITAL

Online coverage 2018

Apprenticeships.scot is Scotland's key website for information and vacancies related to apprenticeships and hosts all information related to the Awards and its sponsors.

The site attracted approximately **475,251** visitors over the 2018 campaign period.

Email

2018 sponsors featured in **6 SDS newsletters** issued to key partners during the campaign period.

Social media

The hashtag **#ScotAppAwards** was trending in Glasgow and Edinburgh on Awards night and the following morning.

During the week of the Awards, **#ScotAppAwards** had **1,655,579** impressions with a total reach of **463,358**.



BRAND EXPOSURE - EVENT BRANDING

Skills Development Scotland

SCOTTISH APPRENTICESHIP AWARDS 2018

When
15th November 2018

Where
Perth Concert Hall
Mill Street, Perth
PH1 5HZ

Drinks Reception
from 6.30pm

Dinner
7.30pm

The Awards Ceremony will take place after dinner is served.

Dress
Dress to impress

www.apprenticeships.scot/awards
#ScotAppAwards
skillsdevelopmentscotland

TICKET

Category Partners

Centre for Work-based Learning in Scotland | DIAGEO | J.P.Morgan | year of young people Scotland 2018 | Balfour Beatty | college network | Leading Learning | Creating Sharing | QA | Apprenticeships | SQA

Skills Development Scotland

SCOTTISH APPRENTICESHIP AWARDS 2018

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Skills Development Scotland

SCOTTISH APPRENTICESHIP AWARDS 2018

Category Partner

Centre for Work-based Learning in Scotland

WINNER

Graduate Apprentice Rising Star
Justyna Dabrowska

BRAND EXPOSURE - EVENT BRANDING



AWARDS SPONSORSHIP



£6,000 + VAT

Pre-event

- Sponsor logo on all promotional activity following written confirmation, and leading up to the Awards.
- Sponsor logo on all online promotion relating to the Awards, plus promoted posts across SDS social channels.
- Email branding for all communications relating to the Awards, with sponsor logo in promotional emails including link to the sponsor's website.
- Sponsor logo and links on Awards website.
- Acknowledgement of category sponsorship in multi-channel media campaign.

Event

- Sponsor logo included on event branding and venue dressing.
- Mention in opening address.
- Four guest places at the Awards ceremony.
- Exclusive sponsorship of your chosen category, including presentation of the award to the winner.
- Sponsor logo and name on the category winner's trophy.
- Social media promotional posts relating to category branded with sponsor's logo.

Post-event

- Sponsor logo linked to category and winner included with post-event editorial on [Apprenticeships.scot](https://www.apprenticeships.scot), with link to sponsor's website.

AWARD CATEGORIES 2019

- 1 Scotland's Apprentice of the Year **RESERVED**
- 2 Apprentice Ambassador of the Year
- 3 Foundation Apprentice of the Year **RESERVED**
- 4 Modern Apprentice of the Year
SCQF Level 5
- 5 Modern Apprentice of the Year **RESERVED**
SCQF Level 6+
- 6 Graduate Apprentice Rising Star
- 7 Apprentice Instructor of the Year
- 8 SME Employer of the Year (1 to 249 employees)
- 9 Large Employer of the Year (more than 250 employees) **RESERVED**
- 10 Promoting Diversity Employer of the Year



[Click to view the Scottish Apprenticeship Awards Webpage](#)

GET IN TOUCH

Thank you for considering sponsorship of the **Scottish Apprenticeship Awards 2019**. If you have any questions, please contact a member of the event team below.

Tom Stewart

- Communications & Marketing Executive
- tom.stewart@sds.co.uk
- 0141 468 7084

Emma Milroy

- Communications & Marketing Coordinator
- emma.milroy@sds.co.uk
- 0300 013 2330



Highlights from the 2018 Awards