



National
Training Awards

Sponsorship opportunities

The benefits

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The National Training Awards

Since 1987 the National Training Awards (NTAs) have recognised excellence in training across all sectors of the UK economy. NTA winners range from large multi-national blue-chip companies and small enterprises to colleges, training providers and individuals. They are shining examples of the positive impact that training has upon organisations, individuals and communities, endorsing the message that training really does pay.

Each year there are nine highly prestigious and popular regional ceremonies that celebrate the outstanding business and personal success achieved through investment in training across the UK. These culminate in one large high-profile gala ceremony in London, where the winners of the year are celebrated.

With the importance of vocational skills becoming increasingly recognised across all sectors of the economy, demonstrating the benefits of recruiting, training and retaining staff remains extremely high on the agenda of employers and the Government.

Training and development is at the forefront when it comes to the UK's ability to produce a skilled workforce that can compete on a global level. Linking your business and brand values to the National Training Awards means you send a strong message to your target audience about your organisation's commitment to skills, training, learning and the UK's future.

Every year the Awards enjoy substantial media interest both nationally and regionally through television, radio, online channels and the press, as well as considerable sector specific coverage.

3,000+

Approx. **3,000** senior representatives from both the public and the private sectors attending ceremonies.

300,000

Direct mail sent to approx. **300,000** organisations across the UK every year.

300,000

E-zines sent to approx. **300,000** organisations six times over a year.

4,000

Entry guidance booklets distributed to approx. **4,000** potential entrants every year.

The benefits of becoming a sponsor

By sponsoring the UK's most prestigious training awards you will be sending a message to your customers, partners, employers and the outside world that you recognise the importance of training and the business success it brings with it.

In addition to offering profitable networking prospects, the National Training Awards also provide an excellent opportunity for your brand to deliver key messages directly to a captive audience of the country's highest-profile companies and leaders. Through the programme of National Training Awards regional and gala ceremonies you can reach an audience of more than **2,400** like-minded business leaders.

Network with **2,400** like-minded business leaders.

Your profile on the National Training Awards website which receives an average of **2,750** unique visitors per month.

2750

Exposure to:

3,000+

Approx. **3,000** senior representatives from both the public and the private sectors attending ceremonies.

300,000

Direct mail sent to approx. **300,000** organisations across the UK every year.

4,000

Entry guidance booklets distributed to approx. **4,000** potential entrants every year.

2,400

Network with **2,400** like-minded business leaders.

2,750

Your profile on the National Training Awards website which receives an average of **2,750** unique visitors per month.

Investment that pays.

Next steps

If you would like to sponsor the National Training Awards please contact us on:

T 020 7429 2826

E sponsorship@nationaltrainingawards.com

Or visit the website for further information:

W www.nationaltrainingawards.com



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The packages

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A number of sponsorship packages are available, providing numerous levels of engagement and opportunities to suit your objectives and budget.

Details of these are given over the following pages.

The sponsorship packages have been enhanced to provide you with the opportunity to choose between a one-year or three-year relationship. The latter enables your organisation to take advantage of the additional benefits that accrue and ensure that you are able to preserve an ongoing relationship with the National Training Awards at your chosen level of sponsorship.

The longer you associate with the National Training Awards the more benefits you will experience from the relationship. Three-year sponsorship offers your organisation the opportunity to build on your commitment to training and to maximise the benefits to your brand and organisational objectives.

The following packages are available:

Premier sponsorship

This is the top-level sponsorship package with a multitude of benefits available exclusively for this sponsor.

Associate sponsorship

This is a diverse package with excellent exposure to a large audience at multiple ceremonies.

Category sponsorship

This offers sponsors the opportunity to support a specific category of their choice.

Regional ceremony sponsorship

This offers an excellent opportunity for sponsors to promote their brand to employers from a specific region.

Table sponsorship (gala)

The prestigious gala ceremony takes place in London and this package offers the sponsor an excellent opportunity to promote their brand and commitment to training to a large, high profile audience and to host a table at the gala ceremony.

Table sponsorship (regional)

This package offers sponsors excellent exposure to a regional audience as well as giving the opportunity to host a table at one of the nine regional ceremonies.

An overview detailing what is included in each package can be found on the following pages.

Premier sponsorship

This is the top-level sponsorship package and the most prestigious, offering a multitude of exclusive benefits.

The premier sponsor will gain excellent exposure to all the regional audiences as well as the guests at the gala ceremony in London.

There is a maximum of one premier sponsor per period (one-year or three-year options).

Benefits include:

Branding, marketing and advertising

- Logo placement on the nine regional and one gala ceremony invitations, reaching a total audience of approx. **3,000** senior representatives from public and private sector organisations.
- Logo placement on the supporters' board at the pre-ceremony drinks receptions at the regional and gala ceremonies reaching a total audience of more than **2,400**.
- Full-page colour advertisement on the inside back cover of the regional and gala ceremony programmes reaching a total audience of over **2,400**.
- Company name and logo placed prominently on the stage set in front of a total audience of over **2,400** people at the regional and gala ceremonies.

- Opportunity to display company literature/ marketing material in the drinks reception area at the regional and gala ceremonies reaching a total audience of **2,400**.
- Inclusion of a piece of promotional literature in the winner's pack, which will be handed out at each of the regional and gala ceremonies reaching over **185** people. (Premier sponsor to be responsible for providing this promotional literature.)
- Opportunity for sponsor to provide branded gifts at each table setting for the nine regional ceremonies and the UK gala ceremony reaching an audience of over **2,400**.
- Profile on the National Training Awards website **www.nationaltrainingawards.com** as a sponsor, including your logo, a reciprocal link to your website and some supporting text. This provides considerable exposure as the website receives an average of **2,750** unique visitors per month.
- Use of National Training Awards sponsor logo throughout the sponsorship cycle for use on company communications and marketing materials.

Media and PR

- Being acknowledged as the premier sponsor in the script at the regional and gala ceremonies.
- A senior representative featured in the National Training Award ceremony video which is played at the nine regional ceremonies and on the National Training Awards website.
- Sponsor's name included in press releases issued to the relevant sector, regional and national broadcast and print media. This includes the finalist announcement, regional ceremonies and the UK gala ceremony releases.
- Free access to, and use of, the National Training Awards case studies and photographs taken at the ceremonies for promotional use.

Networking and hosting

- Company representatives invited to sit on a top table at the UK gala ceremony alongside the celebrity presenter and other senior representatives from both public and private sector organisations.
- Complimentary tickets for the regional and gala ceremonies attended by senior representatives from other public and private organisations. This comprises of four tickets for each of the nine regional ceremonies and ten tickets for the gala ceremony.
- Invitation for a representative to sit on the UK Judging panel.

Other

- Access to the feedback received from the NTA surveys that will be sent out pre- and post-ceremony, as well as the opportunity to contribute to some of the questions.

Associate sponsorship

This is a diverse package with excellent exposure to a large audience across all the regional ceremonies as well as the gala ceremony.

Benefits include:

Branding, marketing and advertising

- Logo placement on the nine regional and one gala ceremony invitations, reaching a total audience of approx. **3,000** senior representatives from public and private sector organisations.
- Logo placement on the supporters' board at the pre-ceremony drinks receptions at the regional and gala ceremonies reaching a total audience of more than **2,400**.
- Use of National Training Awards sponsor logo throughout the sponsorship cycle for use on company communications and marketing materials.
- Inclusion of a piece of promotional literature in the winner's pack, which will be handed out at each of the regional and gala ceremonies reaching over **185** people. (Premier sponsor to be responsible for supplying this promotional literature.)
- Opportunity to display company literature/marketing material in the drinks reception area at the regional ceremonies reaching a total audience of **1,800**.
- Promotion in the regional and gala ceremony programmes reaching a total audience of over **2,400**.
- Profile on the National Training Awards website **www.nationaltrainingawards.com** as a sponsor, including your logo, a reciprocal link to your website and some supporting text. This provides considerable exposure as the website receives an average of **2,750** unique visitors per month.

Media and PR

- Being acknowledged as an associate sponsor in the script at the regional and gala ceremonies.
- Free access to, and use of, the National Training Awards photographs taken at the ceremonies for promotional use.
- Sponsor's name included in press releases issued to the relevant sector, regional and national broadcast and print media. This includes the finalist announcement, regional ceremonies and the UK gala ceremony releases.

Networking and hosting

- Five complimentary tickets for the gala ceremony attended by senior representatives from other public and private organisations.

Category sponsorship

This package offers an opportunity for sponsors to support a specific category of their choice. The category sponsor will gain exposure to both the regional and the gala audiences.

There are a maximum of six category sponsors per year, one for each of the following categories:

- Individual
- Partnership and Collaboration
- Large Employer
- Medium Employer
- Small Employer
- Providing Education and Training

Benefits include:

Branding, marketing and advertising

- Sponsor's name placement on all trophies given to winners relating to the sponsored category.
- Logo placement on the nine regional and one gala ceremony invitations, reaching a total audience of approx. **3,000** senior representatives from public and private sector organisations.
- Logo placement on the supporter's board at the pre-ceremony drinks receptions at the regional and gala ceremonies reaching a total audience of more than **2,400**.

- Use of National Training Awards sponsor logo throughout the sponsorship cycle for use on company communications and marketing materials.
- Promotion in the regional and gala ceremony programmes reaching a total audience of over **2,400**.
- Profile on the National Training Awards website **www.nationaltrainingawards.com** as a sponsor, including your logo, a reciprocal link to your website and some supporting text. This provides considerable exposure as the website receives an average of **2,750** unique visitors per month.

Media and PR

- Being acknowledged as a category sponsor in the script at the regional and gala ceremonies.
- Free access to, and use of, the National Training Awards photographs taken at the events for promotional use.

Networking and hosting

- Three complimentary tickets for the gala ceremony attended by senior representatives from other public and private organisations.

Regional ceremony sponsorship

This offers an excellent opportunity for sponsors to promote their brand to employers from a specific chosen region. There are nine regional ceremonies that take place, with a maximum of one regional ceremony sponsor per region as follows; North East, North West, Yorkshire and The Humber, West Midlands, East Midlands, East of England, Greater London, South West and South East. Each ceremony has approximately 200 guests.

Benefits include:

Branding, marketing and advertising

- Logo placement on the relevant regional ceremony invitations, reaching a total audience of around **200** senior representatives from both public and private sector organisations.
- Logo placement on the supporter's board at the relevant pre-ceremony drinks reception reaching a total audience of around **200**.
- Inclusion of a piece of promotional literature in the winner's pack, which will be handed out at the relevant regional ceremony. (Regional ceremony sponsor to be responsible for supplying this promotional literature.)
- Profile on the National Training Awards website **www.nationaltrainingawards.com** as a sponsor, including your logo, a reciprocal link to your website and some supporting text. This provides considerable exposure as the website receives an average of **2,750** unique visitors per month.
- Use of National Training Awards sponsor logo throughout the sponsorship cycle for use on company communications and marketing materials.
- Opportunity to display company literature/marketing material in the drinks reception area at the relevant regional ceremony.

Media and PR

- Being acknowledged as the regional ceremony sponsor in the script at the relevant regional ceremony.
- Free access to, and use of the National Training Awards photographs taken at the ceremonies for promotional use.
- Sponsor's name included in press releases issued to the relevant regional media. This includes the finalist announcement and the regional ceremony release.
- Promotion in the relevant regional ceremony programme.

Networking and hosting

- Ten complimentary tickets for the relevant regional ceremony attended by senior representatives from other public and private organisations.

Table sponsorship (gala)

This prestigious ceremony takes place in London and is the final ceremony of the year with 600 guests attending, offering the sponsor an excellent opportunity to promote their brand and commitment to training to a large high profile audience and to host a table at the gala ceremony.

Benefits include:

Branding, marketing and advertising

- Logo placement on the supporter's board at the pre-ceremony drinks reception at the gala ceremony.
- Profile on the National Training Awards website **www.nationaltrainingawards.com** as a sponsor, including your logo, a reciprocal link to your website and some supporting text. This provides considerable exposure as the website receives an average of **2,750** unique visitors per month.
- Use of National Training Awards sponsor logo throughout the sponsorship cycle for use on company communications and marketing materials.
- Inclusion of a piece of promotional literature in the winner's pack, which will be handed out at the gala ceremony. (Gala table sponsor to be responsible for supplying this promotional literature.)
- Promotion in the gala ceremony programme.

Media and PR

- Free access to, and use of, the National Training Awards photographs taken at the ceremony for promotional use.

Networking and hosting

- Ten complimentary tickets for the gala ceremony attended by senior representatives from other public and private organisations.

Table sponsorship (regional)

This package offers sponsors excellent exposure to a regional audience as well as giving the opportunity to host a table at one of the nine regional ceremonies.

Benefits include:

Branding, marketing and advertising

- Profile on the National Training Awards website www.nationaltrainingawards.com as a sponsor, including your logo, a reciprocal link to your website and some supporting text. This provides considerable exposure as the website receives an average of **2,750** unique visitors per month.
- Use of National Training Awards sponsor logo throughout the sponsorship cycle for use on company communications and marketing materials.
- Logo placement on the supporters' board at the relevant pre-ceremony drinks reception reaching a total audience of around **200**.
- Inclusion of a piece of promotional literature in the winner's pack, which will be handed out at the relevant regional ceremony. (Regional table sponsor to be responsible for supplying this promotional literature.)
- Promotion in the relevant regional ceremony programme.

Media and PR

- Free access to, and use of, the National Training Awards photographs taken at the ceremony for promotional use.

Networking and hosting

- Ten complimentary tickets for the relevant regional ceremony attended by senior representatives from other public and private organisations.

Additional marketing package available for three-year National Training Awards sponsors

In addition to supporting the National Training Awards through a three-year sponsorship, you can also choose to include your logo in some of our marketing materials. For a small additional fee, (refer to the price list insert) you can have your logo included as a sponsor in the following:

- Direct mail sent to approximately 300,000 organisations across the UK in January every year.
- E-zine sent to approximately 300,000 organisations six times per year.
- Entry guidance booklets distributed to potential entrants, approx. 4,000 every year.

This is a unique benefit for three-year sponsors, as we do not offer marketing material sponsorship on a stand-alone basis.

Exclusivity

If it is important to you that you are the only sponsor from a specific sector or industry, we can offer the premier sponsorship on an exclusive basis for an additional fee (refer to the price list insert).

Comparison of the National Training Awards sponsorship packages

	Reach (based on 2009/10 figures)	Premier sponsor	Associate sponsor	Category sponsor	Regional ceremony sponsor	Table sponsor (gala)	Table sponsor (regional)
Number available		max 1	N/A	max 1 per category	max 1 per region	N/A	N/A
Logo placement on regional invitations	280	x 9 •	x 9 •	x 9 •	x 1 •		
Logo placement on gala invitations	900	•	•	•			
Logo placement on the supporter's board at the gala ceremony drinks receptions	600	•	•	•		•	
Mentioned in the regional ceremonies script as a sponsor	200	x 9 •	x 9 •	x 9 •	x 1 •		
Mentioned in the gala ceremony script as a sponsor	600	•	•	•			
Complimentary tickets for the UK gala ceremony	N/A	x 10 •	x 5 •	x 3 •		x 10 •	
Profile on the National Training Awards website as a sponsor	2,750 unique visitors per month	•	•	•	•	•	•
Use of photographs taken at events for your promotional and PR purposes	N/A	•	•	•	•	•	•
Use of the NTA sponsors logo throughout the sponsorship cycle	N/A	•	•	•	•	•	•
Logo placement on the supporter's board at the regional ceremony drinks receptions	200	x 9 •	x 9 •	x 9 •	x 1 •		x 1 •
A piece of promotional literature to be included in the winner's pack at the regional ceremony	15	x 9 •	x 9 •		x 1 •		x 1 •
Mentioned in press releases issued to the relevant sector, regional and national broadcast and print media	31 million circulation	All •	All •		x 1 •		
A piece of promotional literature to be included in the winner's pack at the gala ceremony	50	•	•			•	
Opportunity to display company literature/marketing material in the regional ceremony drinks reception area	200	x 9 •	x 9 •		x 1 •		
Full-page colour advertisement on the inside back cover of the regional and gala programme	200	x 10 •					
Short description of your organisation in regional programme including logo and website address	200	x 9 •					

Please note that:

x 10 • – sponsor receives benefit at the nine regional and gala ceremonies

x 9 • – sponsor receives benefit at nine regional ceremonies

x 1 • – sponsor receives benefits at the one chosen regional ceremony

(x4) 9 • – four tickets at nine regional ceremonies

	Reach (based on 2009 figures)	Premier sponsor	Associate sponsor	Category sponsor	Regional ceremony sponsor	Table sponsor (gala)	Table sponsor (regional)
Number available		max 1	N/A	max 1 per category	max 1 per region	N/A	N/A
Short description of organisation in gala programme including logo and website address	600	•					
Company name and logo placed permanently on the stage set at the regional ceremonies and the UK gala ceremony	2400	x 10 •					
Opportunity to display company literature/marketing material in the gala ceremony drinks reception area	600	•					
A senior representative featured in the National Training Award ceremony video which is played at the nine regional ceremonies	1800	x 9 •					
Company representatives on a top table at the UK gala ceremony	N/A	(x2) •					
Complimentary tickets to the regional ceremonies.	N/A	(x4) 9 •			(x10) •		(x10) •
Opportunity for sponsor to provide branded gifts at each table setting at the regional ceremony	200	x 9 •					
Opportunity for sponsor to provide branded gifts at each table setting at the gala ceremony	600	•					
Access to the feedback received from the NTA surveys that will be sent out pre- and post-event as well as the opportunity to contribute some of the questions	2400	•					
Free access to the National Training Awards case studies, for promotional use	250	•					
Invitation for a representative to sit on the UK Judging panel	N/A	•					
Short description of organisation in regional programme	200		x 9 •		x 1 •		
Short description of organisation in gala programme	600		•				
Name listing in the regional programme	200			x 9 •			x 1 •
Name listing in the gala programme	600			•		•	
Sponsor's name placement on all trophies given to winners relating to the sponsored category	10			•			

Next steps

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