

## Principal Sponsor Package

The Semta Skills Awards celebrate talented individuals and organisations that make the advanced manufacturing and engineering sector one of the highest skilled sectors in the UK.

The awards recognise dedication to skills development and showcase those who have made a significant difference in their workplace.

The awards are not just about celebrating success but provide a platform to share best practice and inspire the careers aspirations of young people.

The Semta Skills Awards 2018 will take place on Thursday 1 March 2018 at the Park Plaza Westminster Bridge, London. The awards ceremony will be hosted by BBC presenter, journalist and engineering advocate Steph McGovern.

The Semta Skills Awards 2018 consist of nine award categories:

- |                                  |                                |
|----------------------------------|--------------------------------|
| 1. Apprentice of the Year        | Sponsored by MBDA UK Ltd       |
| 2. Higher Apprentice of the Year | Available                      |
| 3. Graduate of the Year          | Available                      |
| 4. Skills Champion of the Year   | Sponsored by BAE Systems plc   |
| 5. Skills Innovation of the Year | Sponsored by Siemens           |
| 6. Training Partner of the Year  | Sponsored by Rolls-Royce plc   |
| 7. SME Investment in Skills      | Sponsored by Jaguar Land Rover |
| 8. Technician of the Year        | Available                      |
| 9. Diversity in Engineering      | Available                      |

Principal sponsorship is available for each award category. The package provides you with an ideal platform to promote your brand and showcase your commitment to skills development prior to and during the Semta Skills Awards and throughout the 12 month WorldSkills UK engineering competitions cycle.

The Principal Sponsor package includes:

- ✓ Your logo displayed online and in print on all promotional literature under the 'Principal Sponsor' banner associated with the Semta Skills Awards distributed to over 60,000

contacts within the sector

- ✓ A dedicated page on the Semta Skills Awards website (over 72,000 visitors) about your company, products and services with a link back to your own website
- ✓ PR and social media exposure pre/during/post the Semta Skills Awards including adverts in association with our Media Partner, The Telegraph – in 2017 there were over 1.6 million social media impressions about the Semta Skills Awards
- ✓ A place on the judging panel and lead judge for your award category to select the finalists and winner alongside other high profile companies from the sector
- ✓ A table of 10 at the awards ceremony where you can network with industry, government and key stakeholders from across the sector
- ✓ A representative from your company to address the audience and announce the winner of the award category at the awards ceremony, attended by more than 500 guests
- ✓ Your company name featured on the trophy presented to the award category winner
- ✓ Your logo featured on the 'step and repeat' backdrop used for finalist and winner filming and photography throughout the awards ceremony
- ✓ A double page feature in the dinner programme presented to all guests at the awards ceremony
- ✓ Prominent branding and logo featured throughout the awards ceremony
- ✓ Verbal recognition by Steph McGovern during the awards ceremony
- ✓ Branded champagne presented to the award category winner on behalf of you as the sponsor

In addition, Principal Sponsors will also receive 12 months branding coverage throughout the WorldSkills UK engineering competitions cycle, of which Semta are the organising partner, this will include:

- ✓ Your logo to appear as a sponsor on Semta's promotional literature about each engineering competition
- ✓ Your logo featured on Semta's website as a sponsor of the WorldSkills UK engineering competitions
- ✓ Semta guest invites to The Skills Show 2017 opening reception and/or closing ceremony in November 2017
- ✓ Opportunity to participate in a Semta VIP tour of The Skills Show 2017

Cost: £17,500 + VAT

## Don't just take our word for it!

We are proud to have so many fantastic companies involved in the Semta Skills Awards. These are just some of the things sponsors have said about the awards and why they get involved.

“We are proud to support the Semta Skills Awards, they play such an important role in encouraging the next generation of engineers. The awards recognise the achievements of many talented young people and we hope they provide inspiration to many more considering a career in the science and engineering sector.”

*Arthur Connelly, Director Operational Systems, Rolls-Royce plc*

“I welcome that the Semta Skills Awards provides a national showcase to recognise high quality commitment to skills by SMEs as well as larger companies, individuals and training providers.”

*Jon West, Director, HR Manufacturing, Jaguar Land Rover*

“The Semta Skills Awards recognise the hard work and dedication of everyone involved in providing the skills and competencies aerospace and other advanced manufacturing and engineering sectors require to ensure the UK remains competitive.”

*Mark Stewart, HR Director and UK General Manager, Airbus*

“We recognise that key individuals often play a critical role inspiring and motivating skills development in their organisations. We are delighted to support this award to recognise these exceptional people.”

*John Whelan, HR Director, Programmes & Support, BAE Systems plc*

“The Semta Skills Awards is the perfect platform to celebrate the UK's leading technicians who demonstrate that UK industries are among the best in the world.”

*Philip Greenish CBE CEng, Chief Executive, Royal Academy of Engineering*