



Semta Skills Awards 2020

Sponsorship Brochure





About The Awards

The Semta Skills Awards is celebrating its seventh-year recognising the talented individuals and companies that make the advanced manufacturing and engineering sector one of the highest skilled sectors in the UK.

Sponsor The Awards

Becoming a sponsor provides a unique opportunity to showcase your organisation to an audience of key decision makers from large employers, training organisations and stakeholders across the sector as well as government and the media.

Sponsorship Opportunities

There are a limited number of opportunities for companies to support the Sema Skills Awards 2020 and gain sector-wide recognition and credibility as thought leaders and an organisation dedicated to skills development.

Why Sponsor?

- Affiliate your brand with the most prestigious awards event in the UK advanced manufacturing and engineering sector's calendar
- Network with over 400 industry professionals and decision makers
- Enjoy extensive national and regional media coverage
- Raise your brand awareness and benefit
- An opportunity for lead generation
- Sponsorship is an affordable route to market to your target audience for 12 months
- Showcase your organisation's dedication to skills development



Awards Ceremony

The winners will be announced at a red carpet awards ceremony at 8 Northumberland Avenue in London on Thursday the 19th March 2020.

At a glance:

- Hundreds of entries received from across the sector in the UK
- More than 400 guests attend the annual awards ceremony
- Extensive media coverage
- Unrivalled networking opportunities
- Drinks reception with unlimited champagne
- Tables of 10
- Three-course dinner with wine
- Unlimited drinks packages available
- Inspirational host
- Awards ceremony
- Entertainment





Awards Timeline

Stage One

24th September – 12th November
Entries open

Stage Two

November 2019
Judging panel to select three finalists
in each award category

Stage Three

January 2020
Filming with each finalist to support
their entry into the awards

Stage Four

February 2020
Finalists announced to the public and
a second judging panel to select a
winner in each award category

Stage Five

March 2020
The awards ceremony will take place in
London on Thursday 19th March 2020

Awards Categories

There are nine award categories available to sponsor at the Semta Skills Awards. These include four, yet to be announced categories new for 2020.

1. SME Apprentice of the Year
2. Large Employer Apprentice of the Year
3. Graduate or Degree Apprentice of the Year
4. Supporting Diversity and Inclusion
5. Skills Champion
6. To be announced
7. To be announced
8. To be announced
9. To be announced



Principal Sponsorship Package

Our principal sponsorship package is the sponsorship of one of the nine award categories and offers maximum brand exposure and opportunities throughout the 12-month cycle of the Semta Skills Awards 2020.

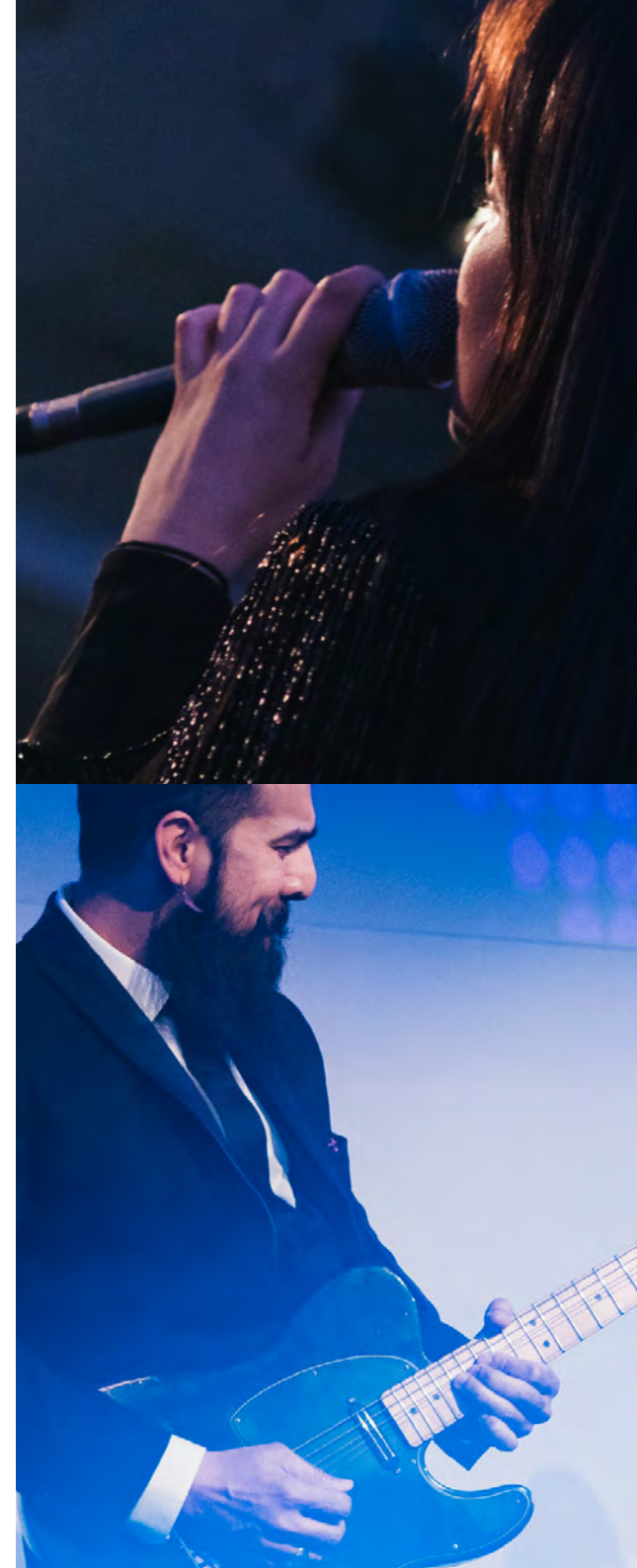
Branding and Marketing Campaign

- A dedicated page on our website about your organisation with a link back to your website for 12 months
- PR and social media exposure pre/post/during the Semta Skills Awards 2020 including adverts in partnership with our Media Partner
- Your logo displayed online and in print on all promotional literature under the 'Principal Sponsor' banner associated with the Semta Skills Awards Two advance mailings to the attendee list
- A dedicated post and introduction video hosted on our website in the run-up to the event, which is shareable to the sponsor's network
- A video and written case study produced within two weeks of the awards ceremony, to be promoted on our website and available to your organisation's marketing and PR

Judging Panel

- A place of the judging panel to select the award finalists and winners
- The opportunity to network with other senior industry figures

Continued overleaf ...



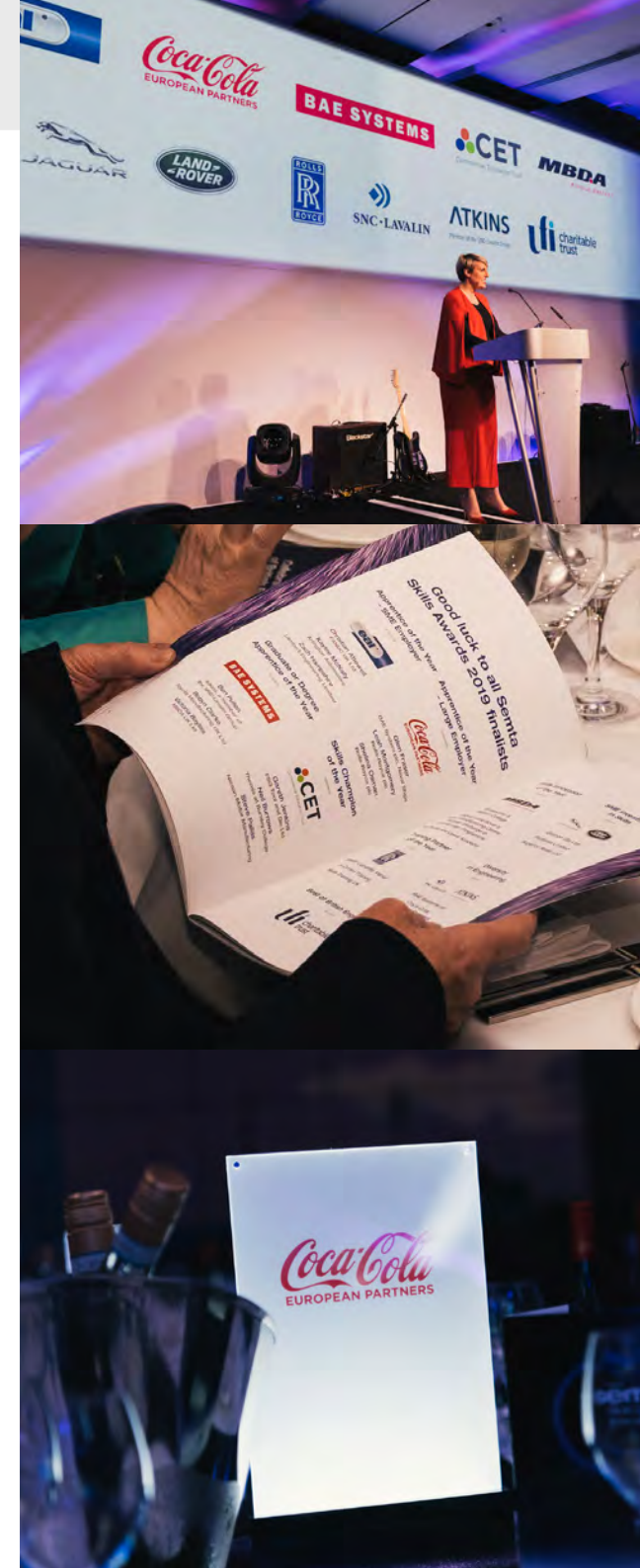
Awards Ceremony

- A table of 10 at the awards ceremony
- Unlimited drinks for all guests (wine, beer and soft drinks included)
- A filmed interview on the red carpet
- Opportunity to locate a stand in the drinks reception
- Frequent verbal recognition by the host during the awards ceremony
- A representative from your organisation to address the audience on stage and announce the winner of the award category
- Your logo on stage during the presentation of the sponsored award
- A representative from your organisation to take part in a filmed interview with our media team about your organisation and the awards to use for your promotional purposes
- Your organisation name featured on the trophy presented to the award category winner
- A double-page feature in the dinner programme presented to all guests at the awards ceremony
- Two inserts in the attendee gift bag
- Your logo featured on the backdrop used for finalist and winner filming and photography throughout the awards

Beyond

- Brand exposure throughout the WorldSkills UK engineering competition cycle

Cost: £15,000 + VAT



Supporting Partner Package

Our supporting partner packages offer three fantastic opportunities for companies to maximise their participation at the awards ceremony.

Supporting partner opportunities include sponsorship of the:

- Drinks reception
- Dinner programme and table settings
- After-dinner entertainment

A summary of what is included in the package is as follows:

- A dedicated page on our website about your organisation with a link back to your own website for 12 months
- Your logo displayed online and in print on all promotional literature under the 'Supporting Partner' banner associated with the Skills Awards 2020
- Your logo featured on the backdrop used for finalist and winner filming and photography throughout the awards
- A table of 10 at the awards – a chance to network with key contacts
- Frequent verbal recognition by the host during the awards ceremony

Cost: £7,500 + VAT



Contact

To be part of this celebration of industry, for further information or to arrange a meeting, please contact:

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To find out more about the Semta Skills Awards 2020 please visit semta.org.uk

