

Sponsorship Opportunities NCWE Awards 2012



National Council for Work Experience Awards

Hosted by NCWE & Graduate Prospects

About the NCWE Awards

Now in its ninth year, the annual NCWE Awards are designed to reward organisations that offer outstanding placement opportunities and encourage work experience providers to continue to raise quality standards.

The 2012 Awards will be launched in September and the winners will be announced in March 2012 at the awards ceremony in central London. Guests are treated to a champagne reception and a four-course meal before the winners are revealed in the awards presentation. It's a fantastic way to treat colleagues to an enjoyable afternoon filled with networking opportunities. Attendees will include award category finalists, sponsors, media representatives from national press and trade magazines, as well as practitioners from the field of work experience.

This sponsorship pack outlines the main packages available for the 2012 awards and how you can become involved in the major work experience event of the year.

Benefits of becoming a sponsor

- ★ Unrivalled exposure amongst students and graduates through Prospects – a subsidiary of HECSU, the higher education charity which owns both Prospects and NCWE. Prospects.ac.uk attracts a massive 980,000 monthly unique browsers and over 5.5 million monthly page impressions (ABCe audited). We also have 200,000 registrants who are looking for work experience right now.
- ★ Help the NCWE in its mission to promote work experience and the benefits it can bring to students, the company involved and the economy. NCWE is a charity and would not be able to hold the awards without the support of its sponsors.
- ★ As an ambassador for best practice in work experience, aligning your company with NCWE will show students, careers advisers and other employers that you are committed to making a difference in this industry. If you offer placements yourself, students will immediately be able to identify you as a company who recognises the value of providing outstanding work experience.

Our flexible sponsorship packages are designed to promote your company amongst students, careers professionals and employers and maximise your presence at the event. Repeat sponsors include **Changeboard, Centrica, GSK and AGR.**



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Major Sponsorship

£3,000

The ultimate package which provides you with maximum exposure through NCWE and Prospects, before, during and after the event.

Pre-event

- ★ Choice of a text or html email message to send to approximately 200,000 My Prospects' registrants, promoting your organisation or placement scheme.
- ★ You will receive one skyscraper and one button linking to your website on the NCWE Awards pages of www.prospects.ac.uk/workexperience (Prospects.ac.uk receives nearly 1 million visits every month) and www.work-experience.org until March 2012.
- ★ Your logo and a link to your website will also be included on the NCWE Awards pages of www.prospects.ac.uk/workexperience for one year.
- ★ Your logo will be prominently displayed on the NCWE Awards entry form as Major Sponsor, which is distributed to employers, careers services, students and graduates nationally.
- ★ 300-word company profile, your logo and a link to your website will feature on the NCWE Awards pages of www.work-experience.org until March 2012.
- ★ Your logo will also feature on all marketing literature including advertisements, invitations, menus and delegate packs.
- ★ Your company will be acknowledged as a sponsor in any relevant press releases both pre- and post-event.

During the event

- ★ You and three guests will receive invitations to the high-profile awards ceremony.
- ★ Your logo will feature on each page of the awards presentation, used throughout the lunch and during the presentation itself.
- ★ All winners' certificates will include your logo as Major Sponsor.
- ★ Chance to present the award to the overall winner of the NCWE Awards 2012.
- ★ Your company profile and logo will feature in the awards programme.
- ★ Display your exhibition stand at the awards lunch.

After the event

- ★ Receive a full page advert and 100 words of text within the awards souvenir brochure, distributed to awards entrants, careers services, placement offices and students.
- ★ Your logo will also be displayed on the front cover.

Combined advertising value: £15,000

“It's a privilege and a pleasure to be involved as a sponsor of the NCWE Awards. We all feel that it is a thoroughly worthwhile and necessary endeavour, and I'm so pleased to be able to support the work that you do. You're a genuine force for good. Of all the events that I attend the NCWE Awards has the most authentic feel, and I really enjoy the relaxed yet professional way that you host the day.”

Jim Birtwell, CEO, Changeboard



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Category Sponsorship

£1,500

Combined advertising value: £7,500

Show your support of your chosen sector or company size.

Pre-event

- ★ Choice of a text or html email message to send to approximately 200,000 My Prospects' registrants.
- ★ You will receive one button linking to your website on the NCWE Awards pages of www.prospects.ac.uk/workexperience (Prospects.ac.uk receives nearly 1 million visits every month) and www.work-experience.org until March 2012.
- ★ Your logo and a link to your website will also be included on the NCWE Awards pages of www.prospects.ac.uk/workexperience for one year.
- ★ A 200-word company profile, your logo and link to your website will feature on the NCWE Awards pages of www.work-experience.org.
- ★ Your logo will be displayed on the entry form, which is distributed to employers, careers services, students and graduates nationally.
- ★ All advertising promoting the awards will include your logo.
- ★ Your company will be acknowledged as a sponsor in any relevant press releases both pre- and post-event.

During the event

- ★ You and one guest will receive invitations to the high-profile awards ceremony.
- ★ Your chosen award category will include your company name, for example " 'Under 10 Employees' sponsored by Graduate Prospects."
- ★ Your logo will feature on the category finalists' and winners' certificates.
- ★ Chance to present the award to the winner of your category during the presentation.
- ★ Your company profile and logo will feature in the awards programme.
- ★ Your logo will feature on the awards presentation.

After the event

- ★ Receive a half page advertisement and 100 words of text within the NCWE Awards souvenir brochure, distributed to awards entrants, careers services, placement offices and students. Your logo will also be displayed within the brochure.

Available categories to sponsor

Work Placement of the Year:

Best Large Organisation with Over 250 Employees

- ★ Long-term Placements (20+ Students)
- ★ Long-term Placements (Fewer than 20 Students)
- ★ Short-term Placements
- ★ Best SME
- ★ Best Micro Enterprise
- ★ Best Newcomer

Nominations

- ★ As Nominated by a Student
- ★ As Nominated by a Careers Professional
- ★ Public Sector
- ★ Charitable Sector
- ★ Law Sector

Graduate Internship of the Year:

- ★ Best Large Organisation with Over 250 Employees
- ★ Best SME
- ★ Best Micro Enterprise



Sponsorship Opportunities

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Lunch Sponsor **£1,000**

Pre-event

- ★ Your logo and a 200-word company profile will feature on the NCWE Awards pages of www.work-experience.org for one year.
- ★ You will receive one button linking to your website on the NCWE Awards pages of www.work-experience.org for the duration of the awards (until March 2012).
- ★ Your logo will feature on the lunch invitations sent to awards finalists and guests.
- ★ Your company will be acknowledged as a sponsor in any relevant press releases both pre- and post-event.

During the event

- ★ You and a guest will receive invitations to the high-profile awards ceremony.
- ★ Your company will be acknowledged as a sponsor on the menu.
- ★ Your logo will feature on the awards presentation used as a backdrop at the awards lunch.
- ★ A profile and your logo will be included in the awards programme.

After the event

- ★ Receive 100 words of text within the NCWE Awards souvenir brochure, distributed to awards entrants, careers services, placement offices and students.
- ★ Your logo will also be displayed within the brochure.

Drinks Reception Sponsor **£750**

Pre-event

- ★ Your logo and a 200-word company profile will feature on the NCWE Awards pages of www.work-experience.org for one year.
- ★ Your logo will feature on the lunch invitations sent to awards finalists and guests.
- ★ Your company will be acknowledged as a sponsor in any relevant press releases both pre- and post-event.

During the event

- ★ You will receive one place at the high-profile awards ceremony.
- ★ Your company will be featured on a card on the serving table, as drinks reception sponsor.
- ★ Acknowledgment of sponsorship in the delegate pack.
- ★ Your logo will feature on the awards presentation used as a backdrop at the awards lunch.
- ★ A profile and your logo will be included in the awards programme.

After the event

- ★ Your logo will be featured in the awards souvenir brochure, distributed to awards entrants, careers services, placement offices and students.

Delegate Pack Sponsor **£500**

Pre-event

- ★ Your logo will feature on the NCWE Awards pages of www.work-experience.org for the duration of your awards, with a link through to your website.
- ★ You will receive one insert in the information sent to delegates prior to the lunch event.

During the event

- ★ You will receive one place at the high-profile awards ceremony.
- ★ Opportunity to provide one insert to go in the delegate packs at the awards lunch.
- ★ Your logo will feature on the awards presentation used as a backdrop at the awards lunch.
- ★ A profile and your logo will be included in the awards programme.

After the event

- ★ Receive 100 words of text within the NCWE Awards souvenir brochure, distributed to awards entrants, careers services, placement offices and students.
- ★ Your logo will also be displayed within the brochure.

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As well as our wide range of sponsorship packages, we welcome the chance to create bespoke packages tailor-made to suit your exact requirements and budget, providing you with the best value for money and the highest level of exposure for your company.

To discuss sponsorship packages in more detail, please contact us at awards@prospects.ac.uk or call 0845 077 1966.

Early Bird Offer

Book by 30 June 2011 and we will include your logo on the NCWE Awards pages of Prospects Work Experience & Internships magazine. 300,000 copies are distributed to students across the UK who are looking for work experience, so it's an excellent way to increase your profile as a placement provider. Secure your sponsorship by 30 June to take advantage of this not-to-be-missed opportunity.



“ At a time when all news seems bad – this is a ray of light. A genuinely good cause! A much-needed face-to-face intersection of industry in the UK, a hub of networking – brilliant! ”

Lisa Jeffery, Marketing and Communications Manager, The Avalon Group

“ I thought the awards ceremony was once again a huge success. They have a distinctive feel to them now and that is important when there are so many awards events in the sector these days. Happy to proceed [with sponsorship] as last year – why change a winning formula? ”

Carl Gilleard, CEO, AGR

