



East Sussex's first countywide apprenticeship graduation ceremony

An opportunity to sponsor and collaborate

There has never been a greater spotlight on apprenticeships and employers and training providers in East Sussex continue to create extraordinary opportunities for emerging talent across all sectors.

East Sussex County Council, Skills East Sussex, Apprenticeships East Sussex, The Sussex Council for Training Providers, Federation of Small Businesses and Young Apprentice Ambassador Network are passionate about raising the profile of apprenticeship opportunities - and the key players who drive it - in the county. We are delighted to announce that we are staging the county's first ever Apprenticeship graduation ceremony in Summer 2019.

Apprentices are a key part of the county's workforce and future, with well over 1,000 people completing apprenticeships each year, in every sector and level – from degree level software engineers to critical support in care homes and on construction sites.

The positive impact apprenticeships have on individuals, businesses and the wider economy is set to grow in coming years. Our ambition is that this graduation event will become an annual celebration, bringing together businesses, colleges, training providers and apprentices to champion the ever-growing role of work-based learning in the county.

You can be part of the celebration. The event will take place in July 2019 at a prestigious venue, with an expected audience of around 300.

An example running order:

3.30pm-5pm	VIP reception for special guests and apprenticeships, including photographs
5-5.30pm	Arrivals
5.30pm	Welcome and speeches, including [e.g. local MP, Apprenticeship Ambassadors]
6- 6.45pm	Graduation for apprentices who work, study or live in East Sussex, Part 1
6.45- 7pm	Musical/ performance interval
7-7.30pm	Welcome back and speeches, including [e.g. business leader, inspirational speaker]
7.30-8pm	Graduation for apprentices who work, study or live in East Sussex, Part 2
8.30-9pm	Drinks and close

Sponsorship opportunities!

Be part of a huge local story

This is the first ever countywide graduation ceremony for East Sussex.

Delivered in partnership between training providers, business and the local authorities, this collaborative event will set a precedent for celebrating achievement, opportunity and aspiration in the workplace.

Championing you as a leader in work-based learning

With the future offering few certainties, the businesses that invest in people are the marking themselves out as the ones ready to grow and adapt. The organisations who are shaping the story and creating opportunity are recruiting and retaining the best staff.

The best apprentices follow the best brands

There is no better way than an employer or training provider to signal success than to help power celebrations like this. We want this platform to be a recognition of individual achievement as well as a showcase for the best of what you do – so that job-seekers can be inspired by what they see.

Celebrating the successes of your workforce, is celebrating your staff

Our sponsorship packages offer a range of opportunities for you and your team to take part in the event, profiling your organisation on social media and throughout the event – with VIP access, programme advertising, press coverage and a seat on the steering group available.

An example of sponsor packages available

As this is the first countywide East Sussex Apprenticeship Graduation – you would be helping to shape the event. To discuss any of the information in this document or other ways you might be able to support the event, please email kate@apprenticeships-in-sussex.com.

Headline sponsor for the FIRST EVER East Sussex apprenticeship graduation event – £10,000

- Full headline sponsorship of the graduation ceremony
- Joint branding with East Sussex County Council, Sussex Council of Training Providers and Federation of Small Businesses on all activity before, during and after the campaign
- Your logo to appear on all communications, including invitations and marketing materials on the day
- Opportunity to speak at the event
- A place on the event steering and planning committee
- Double-page profile of your organisation in the event programme
- Promotion on social media, including 6 x sponsored tweets linking to copy
- 6 x delegate places to attend, including to the VIP reception
- Press release and media coverage in lead-up to event featuring your organisation in association with National Apprenticeship Week (March 2019)
- Opportunity to host other business leaders

Venue sponsor – £5,000 or use of venue space and VIP reception room for c300 attendees

- High profile event hosted in partnership with your logo
- Joint branding of information including invitations and marketing materials on the day
- Opportunity to speak at the event
- A place on the event steering and planning committee
- One-page profile of your organisation in the event programme
- Promotion on social media, including 4 x sponsored tweets linking to copy
- 4 x delegate places to attend, including to the VIP reception
- Press release and media coverage featuring your organisation
- Opportunity to host other business leaders

VIP Reception sponsor – £2,000

- Your logo / branding included invitations and marketing materials
- Your organisation mentioned in the opening speech
- Half-page profile of your organisation in the event programme
- 2 x sponsored tweets linking to copy
- Places for 2 x delegates to attend
- Opportunity to showcase the positive work of your organisation in the programme
- Opportunity to host other business leaders

Senior ceremony sponsor – £1,000

- Your logo / branding included in invitations and marketing materials
- Your organisation mentioned in the opening speech
- Half-page profile of your organisation in the event programme
- 2 x sponsored tweets linking to copy
- Places for 2 x delegates to attend the ceremony and VIP reception
- Opportunity to showcase the positive work of your organisation in the programme
- Opportunity to network with other business leaders

Junior ceremony sponsor – £500

- Your logo / branding included in invitations and marketing materials on the day
- Your organisation mentioned in the opening speech
- Quarter-page profile of your organisation in the event programme
- 1 x sponsored tweet linking to copy
- Places for 1 x delegates to attend the ceremony and VIP reception
- Opportunity to showcase the positive work of your organisation in the programme
- Opportunity to network with sector leaders