

The CDN College Awards 2018

Sponsorship Packages

Scotland's college sector accolade

College Development Network's (CDN) College Awards are a key event in the college calendar. Now in their 19th year, the CDN College Awards recognise the talent, skills and achievements of colleges, their staff and learners; and provide a valuable opportunity to celebrate the outstanding projects and initiatives taking place in colleges the length and breadth of Scotland.

Awards will be presented in the following categories:

- College Colleague of the Year Award
- Digital Learning Award
- Employer Connections Award
- Essential Skills Award
- Health promoting College Award
- Inclusive College Award
- Innovation Award
- Student of the Year Award
- Sustainability Award



The winners will be announced at a **black tie dinner** on **Thursday 25 October 2018** at **Radisson Blu, Glasgow**.

The evening will begin at 7pm with a drinks reception followed by dinner and award presentations.



Why become a sponsor?

The benefits of becoming one of our sponsors include the chance to raise your organisation's profile within the college sector, the opportunity to network with key sector professionals, the potential to build and strengthen relationships and the chance to hear about what is happening in the college sector.

Being a sponsor of the CDN College Awards offers a range of branding, networking and promotional opportunities in print, online and face-to-face. The Awards allow you to align your brand with excellence in the college sector and offer a fantastic chance to network and entertain guests at a high profile, glamorous event.

The CDN College Awards establish you as a key brand for the college sector.

Who will you reach?

Through your sponsorship of the CDN College Awards, as well as the event, you would also reach the college sector in the following ways:

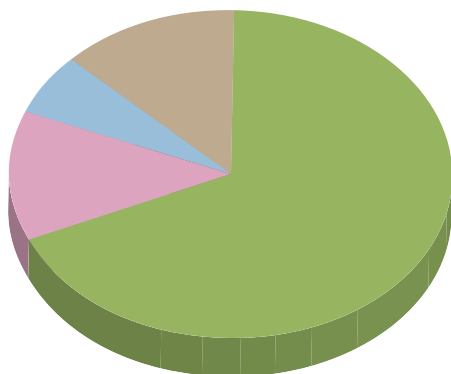
CDN College Awards Channel	Number of people
Reach magazine	2,500
CDN.ac.uk	4,500
E-newsletter	5,000
Social media	3,600
Face-to-face networking	195
Total	15,795

Email jackie.cullen@cdn.ac.uk

Who's in the room?

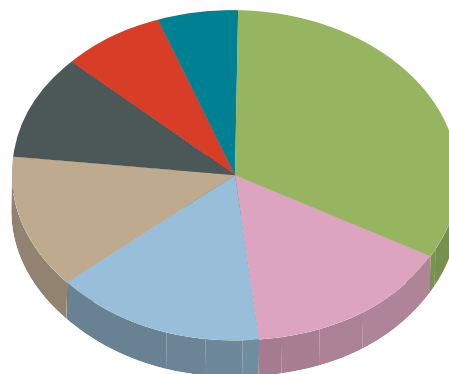


Audience breakdown



- College Sector
- Business/Professional
- Scottish Government/Government Body
- Other

Job level



- Senior Manager
- Manager
- Officer
- Lecturer
- Student
- Principal/CEO
- Board Member

Sponsorship packages

We are offering a variety of opportunities and details of these sponsorship packages are listed below. However, if you don't find something that meets your needs we would be happy to tailor a sponsorship solution to your requirements.

Gold sponsor:

£1,500

Position your organisation as one of the main sponsors of the awards. This package offers you a variety of prime opportunities.



- full page advert back inside OR front inside Awards summaries booklet (A5 size)
- provide one blog/article (400 words, plus two photographs) – to be published on CDN website
- recognition from the Master of Ceremonies as a main sponsor
- on stage opportunity to present award to Winner, Highly Commended and Commended winners in your sponsored category
- recognition on the awards multimedia as a main sponsor
- premier size logo on the Awards menu
- branding recognition on all related marketing literature including electronic newsletters, CDN website and social media as a sponsor of the awards
- mention in CDN's **Reach** magazine
- public thank you at the end of the ceremony
- photograph taken with your sponsored category winners
- copy of the delegate list
- five Awards ceremony and dinner tickets for guests

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Silver sponsor:

£800



The Silver sponsor package offers your organisation the opportunity to be associated with one of the main awards.

- half page advert in Awards summaries booklet (A5 size)
- recognition from the Master of Ceremonies as a category sponsor
- on stage opportunity to present award to Winner, Highly Commended and Commended winners in your sponsored category
- recognition on the awards multimedia as a category sponsor
- regular size logo on the Awards menu
- branding recognition on all related marketing literature including electronic newsletters, CDN website and social media as a sponsor of the awards
- copy of the delegate list
- public thank you at the end of the ceremony
- photograph taken with your sponsored category winners
- two Awards ceremony and dinner tickets for guests.

The Awards categories are:

- **College Colleague of the Year Award**
- **Digital Learning Award**
- **Employer Connections Award**
- **Essential Skills Award**
- **Health promoting College Award**
- **Inclusive College Award**
- **Innovation Award**
- **Student of the Year Award**
- **Sustainability Award**

Bronze sponsor:

£250

Bronze sponsor package offers your organisation the opportunity to be associated with the Awards and for your brand to gain high recognition across the college sector.

- logo on Awards summaries brochure
- regular size logo on the Awards menu
- branding recognition on all related marketing literature including electronic newsletters, CDN website and social media as a sponsor of the awards
- recognition on the awards multimedia as a partner sponsor
- public thank you at the end of the ceremony.

Sponsorship Packages Summary

Benefit	Gold (£1,500)	Silver (£800)	Bronze (£250)
Full page advert in Awards Summaries Booklet (A5)	✓		
Half page advert in Awards summaries booklet (A5)		✓	
Logo in Awards summaries booklet			✓
One blog/article on CDN website	✓		
Recognition from MC	✓	✓	✓
Recognition on multimedia	✓	✓	✓
Premier size logo on Awards Menu	✓		
Regular size logo on Awards Menu		✓	✓
Branding recognition on all related marketing literature	✓	✓	✓
On stage opportunity to present Award	✓	✓	
Photograph with Award winners	✓	✓	
Mention in CDN's Reach magazine	✓		
Public thank during ceremony	✓	✓	✓
Copy of delegate list	✓	✓	
Five Award tickets	✓		
Two Award tickets		✓	