



VIRTUAL
CDN COLLEGE
AWARDS 2020

SPONSORSHIP
PACKAGES

SCOTLAND'S COLLEGE SECTOR ACCOLADE

The CDN College Awards are a key event in the college calendar. Now in their 21st 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 across the whole of Scotland.

The winners will be announced at a virtual celebration on

Thursday 3 December

Awards will be presented in the following categories:

- ★ **CLIMATE EMERGENCY ACTION AWARD**
- ★ **COLLEGE COLLEAGUE OF THE YEAR AWARD**
- ★ **DIGITAL LEARNING AWARD**
- ★ **EMPLOYER CONNECTIONS AWARD**
- ★ **ESSENTIAL SKILLS AWARD**
- ★ **HEALTH PROMOTING COLLEGE AWARD**
- ★ **INCLUSIVE COLLEGE AWARD**
- ★ **INNOVATION AWARD**
- ★ **MARKETING AND COMMUNICATIONS AWARD**
- ★ **STUDENT OF THE YEAR AWARD**
- ★ **JUDGES AWARD 2020**





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 potential to build and strengthen relationships**
- **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 and promotional opportunities. The Awards allow you to align your brand with excellence in the college sector.

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

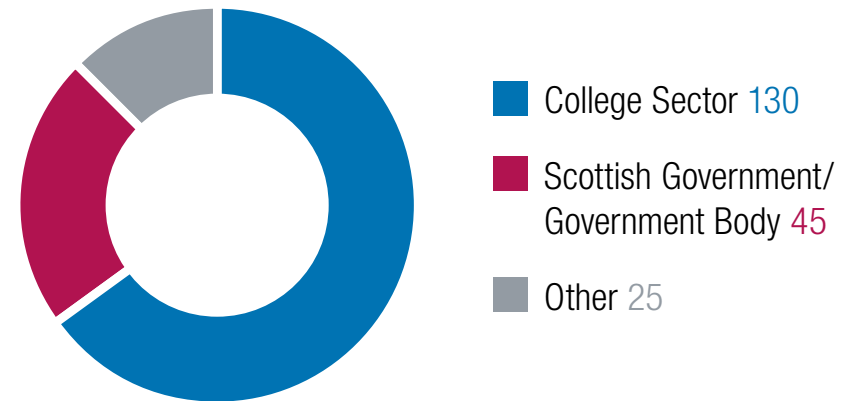
WHO WILL YOU REACH?

Through your sponsorship of the CDN College Awards, you will reach the college sector in the following ways:

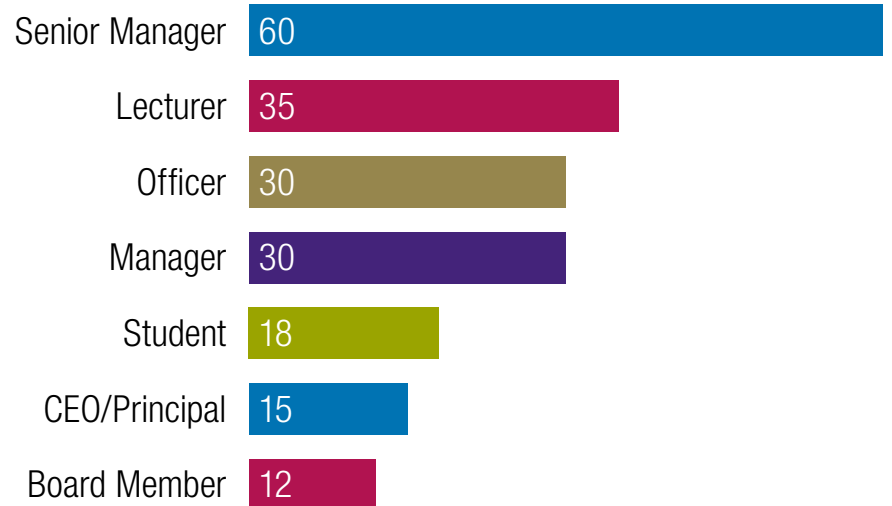
CDN College Awards Channel	Number of People
REACH MAGAZINE	4,000
CDN.AC.UK/COLLEGE-AWARDS-2020	5,500
E-NEWSLETTER	4,000
SOCIAL MEDIA	5,400
Total	18,900

WHO'S AT THE VIRTUAL CELEBRATION?

Audience breakdown



Job level



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: £800

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

- Full page advert inside back OR inside front 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
- Recognition on the Awards multimedia as a main sponsor
- Premier size logo on the marketing literature
- 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





Silver sponsor: £400

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

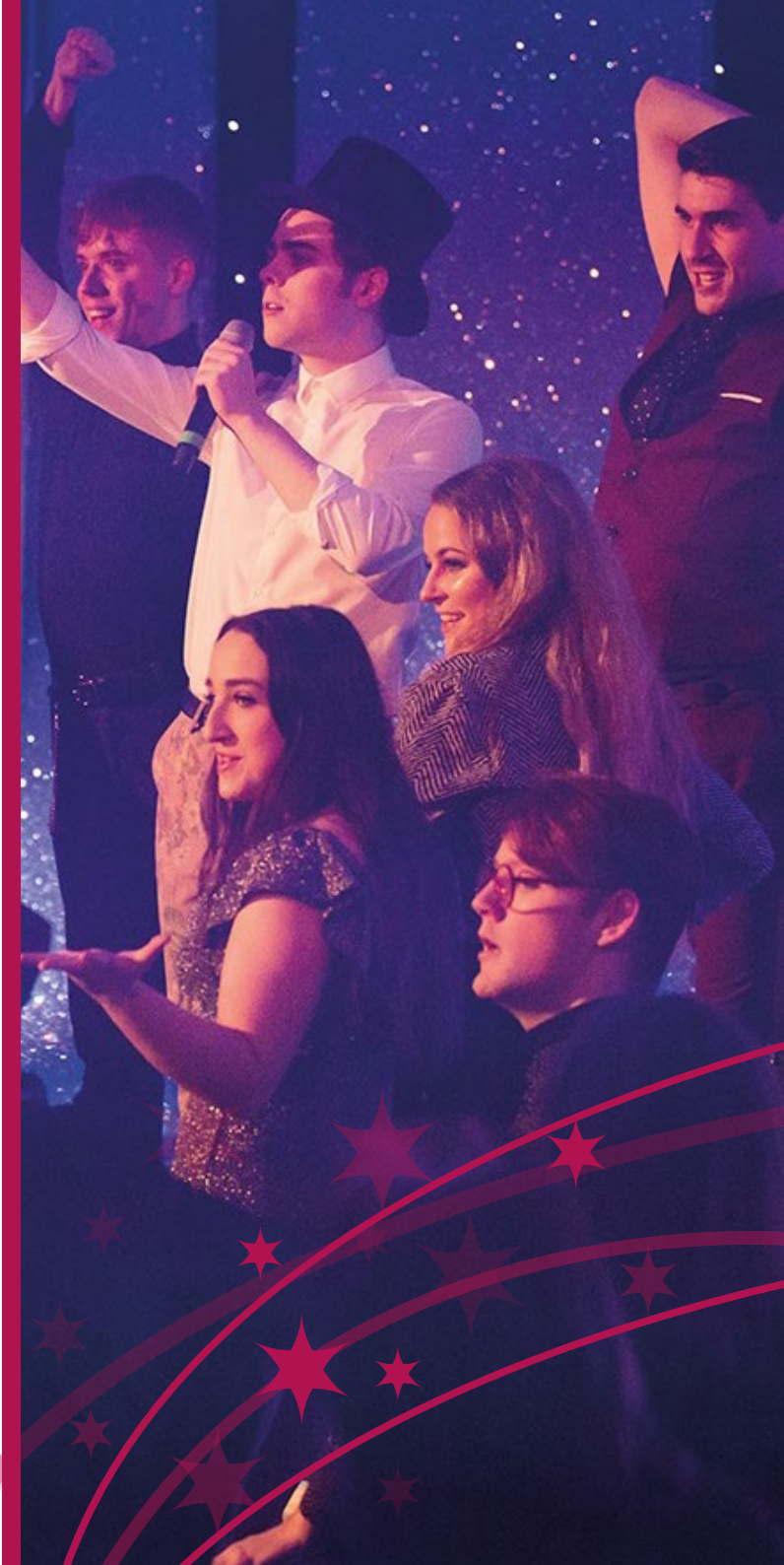
- Half page advert in Awards summaries booklet (A5 size)
 - Recognition from the Master of Ceremonies as a category sponsor
 - Recognition on the Awards multimedia as a category sponsor
 - Regular size logo on the marketing literature
- Branding recognition on all related marketing literature including electronic newsletters, CDN website and social media as a sponsor of the Awards
 - Public thank you at the end of the ceremony



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SPONSORSHIP PACKAGES SUMMARY

Benefit	Gold: £800	Silver: £400
Full page advert in Awards Summaries Booklet (A5)	✓	
Half page advert in Awards summaries booklet (A5)		✓
One blog/article on CDN website	✓	
Recognition from MC	✓	✓
Recognition on multimedia	✓	✓
Premier size logo on marketing literature	✓	
Regular size logo on marketing literature		✓
Branding recognition on all related marketing literature	✓	✓
Mention in CDN's Reach magazine	✓	
Public thanks during ceremony	✓	✓





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**FOR FURTHER INFORMATION,
PLEASE CONTACT:**

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 College Development Network (CDN)

 @ColDevNet #CollegeAwards

www.cdn.ac.uk/college-awards-2020