



**CDN COLLEGE
AWARDS 2023**

**SPONSORSHIP
PACKAGES**

SCOTLAND'S COLLEGE SECTOR ACCOLADE

The CDN College Awards are a key event in the college calendar. Now in their 24th 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 the awards ceremony **in November**.

Awards will be presented in the following categories:

COLLEGE COMMUNITY LEARNING AWARD

DIGITAL LEARNING AWARD

EMPLOYER CONNECTIONS AWARD

HEALTH AND WELLBEING AWARD

INCLUSIVE COLLEGE AWARD

INNOVATION AWARD

LECTURER OF THE YEAR AWARD

**MARKETING AND COMMUNICATIONS
AWARD**

**PROFESSIONAL SERVICES COLLEAGUE OF
THE YEAR AWARD**

RESEARCH PROJECT OF THE YEAR AWARD

SKILLS DEVELOPMENT AWARD

STUDENT OF THE YEAR AWARD

SUSTAINABILITY ACTION AWARD

THE JUDGES AWARD 2023





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?

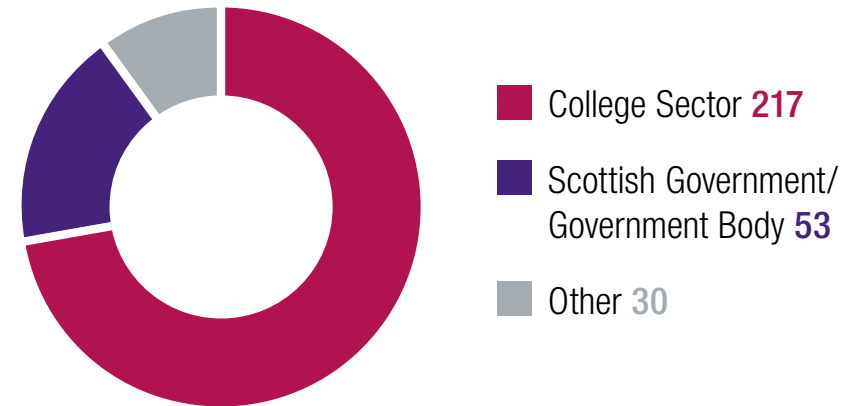
Through your sponsorship of the CDN College Awards, you will reach the college sector in the following ways:

CDN College Awards Channel	Number of People
AWARDS CEREMONY	300
REACH MAGAZINE	7,000
CDN.AC.UK/COLLEGE-AWARDS-2021	7,000
E-NEWSLETTER	6,700
SOCIAL MEDIA	7,000
Total	28,000

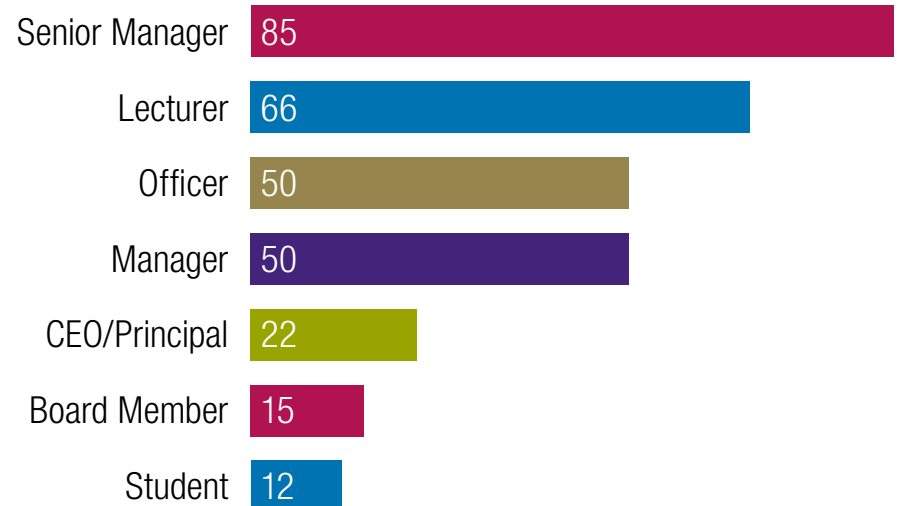
WHO'S AT THE CELEBRATION?

Based on College Awards 2021

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: £1,400

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

- Full page advert in Awards summaries booklet (W194 x H132mm)
- 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
- Four tickets to Awards Ceremony





Silver sponsor: £800

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 (W92 x H132mm)
- 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
- Two tickets to Awards Ceremony



**CDN COLLEGE
AWARDS 2023**

SPONSORSHIP PACKAGES SUMMARY

Benefit	Gold: £1,400	Silver: £800
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	✓	✓
Award Ceremony Tickets	✓	✓





CDN COLLEGE AWARDS 2023



**FOR FURTHER INFORMATION,
PLEASE CONTACT:**

Wendy.Grindle@cdn.ac.uk



CDN CDN

 College Development Network (CDN)

 @ColDevNet #CollegeAwards

www.cdn.ac.uk/college-awards-2023