



**CDN COLLEGE  
AWARDS 2024**

**SPONSORSHIP  
PACKAGES**

# SCOTLAND'S COLLEGE SECTOR ACCOLADE

The CDN College Awards are a key event in the college calendar. Now in their 25th 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:

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**COLLEGE COMMUNITY LEARNING AWARD**

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**DIGITAL LEARNING AWARD**

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**EMPLOYER CONNECTIONS AWARD**

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**HEALTH AND WELLBEING AWARD**

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**INCLUSIVE COLLEGE AWARD**

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**INNOVATION AWARD**

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**LECTURER OF THE YEAR AWARD**

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**MARKETING AND COMMUNICATIONS AWARD**

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**PROFESSIONAL SERVICES COLLEAGUE OF THE YEAR AWARD**

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**RESEARCH PROJECT OF THE YEAR AWARD**

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**SKILLS DEVELOPMENT AWARD**

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**STUDENT OF THE YEAR AWARD**

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**SUSTAINABILITY ACTION AWARD**

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**THE JUDGES AWARD 2024**





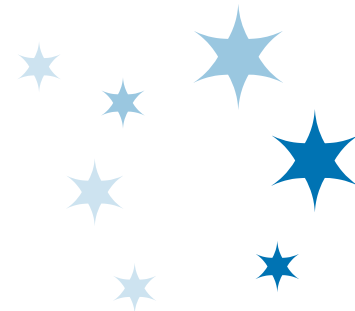
## WHY BECOME A SPONSOR?

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.



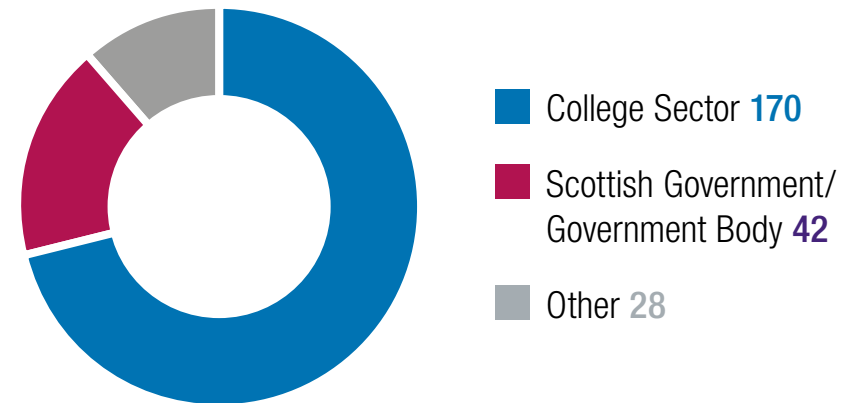
# WHO WILL YOU REACH?

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

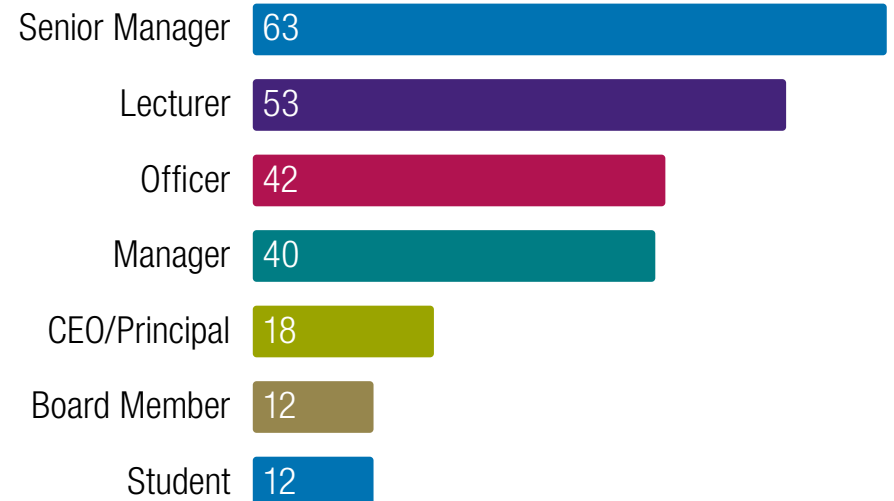
| CDN College Awards Channel           | Number of People |
|--------------------------------------|------------------|
| <b>AWARDS CEREMONY</b>               | <b>240</b>       |
| <b>CDN.AC.UK/COLLEGE-AWARDS-2024</b> | <b>5,000</b>     |
| <b>E-NEWSLETTER</b>                  | <b>7,260</b>     |
| <b>SOCIAL MEDIA</b>                  | <b>7,000</b>     |
| <b>Total</b>                         | <b>19,500</b>    |

Based on College Awards 2023

## 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: £1,800

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

- Full page advert in Awards summaries booklet (W194 x H132mm)
- Half page advert in Awards summaries booklet (W92 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
- Public thank you at the end of the ceremony
- Four tickets to Awards Ceremony





## Silver sponsor: £1,000

**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



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# SPONSORSHIP PACKAGES SUMMARY

| Benefit  | Gold: £1,800 | Silver: £1,000 |
|--|--------------|----------------|
| 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 | ✓            | ✓              |
| Public thanks during ceremony                            | ✓            | ✓              |
| Award Ceremony Tickets                                   | ✓            | ✓              |





# CDN COLLEGE AWARDS 2024



**FOR FURTHER INFORMATION,  
PLEASE CONTACT:**

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CDN CDN

 College Development Network (CDN)

 @ColDevNet #CollegeAwards

[www.cdn.ac.uk/college-awards-2024](http://www.cdn.ac.uk/college-awards-2024)