



CDN COLLEGE AWARDS 2025

**SPONSORSHIP
PACKAGE**

SCOTLAND'S COLLEGE SECTOR ACCOLADE

The CDN College Awards celebrate excellence, innovation, and achievement across Scotland's colleges. Now in their 26th year, the Awards highlight the incredible contributions of colleges, staff, and learners, providing an opportunity to showcase outstanding projects and initiatives.

The winners will be announced at the awards ceremony **in December**.

New for 2025! Introducing the Changemakers Award, celebrating educators who drive innovation and embrace bold ideas. We've also combined the Innovation and Research categories into one powerful category.

Awards will be presented in the following categories:

CHANGEMAKERS AWARD

COLLEGE COMMUNITY LEARNING AWARD

DIGITAL LEARNING AWARD

EMPLOYER CONNECTIONS AWARD

HEALTH AND WELLBEING AWARD

INCLUSIVE COLLEGE AWARD

INNOVATION AND RESEARCH AWARD

LECTURER OF THE YEAR AWARD

MARKETING AND COMMUNICATIONS AWARD

PROFESSIONAL SERVICES COLLEAGUE OF THE YEAR AWARD

SKILLS DEVELOPMENT AWARD

SUSTAINABILITY ACTION AWARD

STUDENT OF THE YEAR AWARD





WHY BECOME A SPONSOR?

The benefits of becoming one of our sponsors include:

- Raising your organisation's profile within the college sector
- Build and strengthen relationships with key stakeholders
- Gain insight into sector-leading projects and initiatives
- Align your brand with excellence and innovation in education

As well as offering a range of branding and promotional opportunities, the CDN College Awards establish you as a key brand for the college sector.

WHO WILL YOU REACH?

By sponsoring the CDN College Awards, your brand will gain visibility among a highly engaged audience through multiple high-impact channels, including:

CDN College Awards Channel	Audience Reach*
AWARDS CEREMONY	270 ATTENDEES
CDN WEBSITE (AWARDS PAGE)	9,790 VISITS
E-NEWSLETTER	7,235 SUBSCRIBERS
SOCIAL MEDIA	9,220 FOLLOWERS
Total Reach	26,500+

*Based on last year's event data.

AUDIENCE DEMOGRAPHICS

Attendees include **students, teaching and professional services staff, senior college leaders, government representatives, industry partners, and key decision-makers** from across Scotland's education sector.





SPONSORSHIP PACKAGE

We are offering a single sponsorship package for the CDN College Awards 2025, designed to maximise brand visibility and engagement. Details of this package are listed below. However, if you have specific requirements, we would be happy to tailor a sponsorship solution to meet your needs.

Awards Sponsor £1800 + VAT

- **Logo** featured on all marketing literature, including electronic newsletters, CDN website, and social media
 - **Recognition** on the Awards multimedia
 - **Full-page advert** in the Awards summaries booklet (W194 x H132mm)
 - **A sponsor representative** will be invited on stage to take part in the award presentation
 - **Recognition** from the Master of Ceremonies during the event
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- **Public thank you** at the end of the ceremony
 - **Priority seating** near the front of the venue for sponsor guests
 - **Four tickets** to the Awards Ceremony
 - Opportunity to provide a **short video** for sharing on CDN social media and publication on the CDN website.
 - **Sponsor mention** in the post-event newsletter to attendees and stakeholders



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FOR FURTHER INFORMATION,
PLEASE CONTACT:

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#CollegeAwards

www.cdn.ac.uk/college-awards-2025

