



**CDN COLLEGE  
AWARDS 2026**

**SPONSORSHIP  
PACKAGE**

# SCOTLAND'S COLLEGE SECTOR ACCOLADE

The awards celebrate the talent, skills, and achievements of colleges, their staff, and learners, providing a valuable opportunity to showcase excellence, innovation, and impact across the sector.

This year marks the 27th anniversary of the College Awards. Over nearly three decades, the awards have highlighted the profound difference colleges make to learners, communities, and the wider economy, showcasing the vital role they play in shaping a brighter future for Scotland.

This is **#YourCDN** – supporting every college, every staff member, every step of the way.

## NEW FOR 2026!

The Inclusive College, and Health and Wellbeing Awards have been combined into the new Thriving Together Award, celebrating colleges that foster inclusive, supportive environments where learners and staff can thrive. We've also introduced the Showcasing Colleges Award, incorporating the former Marketing and Communications Award to highlight how colleges promote achievements, engage communities, and share their impact. In addition, a brand-new Student-Led Initiative Award will recognise outstanding student-led projects that demonstrate leadership, creativity, and meaningful impact.

Awards will be presented in the following categories:

### CHANGEMAKERS AWARD

### COMMUNITY IMPACT AWARD

(formerly College Community Learning Award)

### DIGITAL LEARNING AWARD

### EMPLOYABILITY IN ACTION AWARD

(formerly Employer Connections Award)

### LEARNING AND TEACHING AWARD

(formerly Skills Development Award; now includes additional factors)

### LECTURER OF THE YEAR AWARD

### PROFESSIONAL SERVICES COLLEAGUE OF THE YEAR AWARD

### RESEARCH AND INNOVATION AWARD

### SHOWCASING COLLEGES AWARD

(formerly Marketing and Communications Award; now includes additional factors)

### STUDENT OF THE YEAR AWARD

### STUDENT-LED INITIATIVE AWARD

(new for 2026!)

### SUSTAINABILITY ACTION AWARD

### THRIVING TOGETHER 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 position your organisation as a key brand within 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*          |
|-----------------------------------|--------------------------|
| <b>AWARDS CEREMONY</b>            | <b>300 ATTENDEES</b>     |
| <b>CDN WEBSITE (AWARDS PAGES)</b> | <b>8,550 VISITS</b>      |
| <b>E-NEWSLETTER</b>               | <b>7,150 SUBSCRIBERS</b> |
| <b>SOCIAL MEDIA</b>               | <b>9,700 FOLLOWERS</b>   |
| <b>Total Reach</b>                | <b>25,700+</b>           |

\*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 PACKAGES

We are delighted to now offer two sponsorship opportunities for the CDN College Awards 2026: Award Category Sponsorship and an exclusive Title Sponsor package.

Each package is designed to maximise brand visibility and engagement. Full details of the sponsorship options are outlined below.

If you have specific requirements, we would be very happy to tailor a sponsorship solution to meet your needs.

## AWARDS CATEGORY SPONSOR £1800

- **Logo** featured on 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** announced by the Master of Ceremonies on the evening of the event.
- **Public thank you** at the end of the ceremony
  - **Priority seating** near the front of the venue for sponsor guests
  - Up to **three tickets** to the Awards Ceremony
  - Opportunity to showcase your work through a **short video** and/or a **500-word blog**, shared via CDN social media and published on the CDN website.
  - **Sponsor mention** in the post-event newsletter to attendees and stakeholders

## TITLE SPONSOR *Get in Touch To Discuss Further*

As the Title Sponsor, your organisation takes center stage across the entire Awards campaign, enjoying headline visibility, exclusive opportunities, and unparalleled recognition before, during, and after the event.

Benefits include:

- **Headline positioning** across Awards marketing: website, social media, newsletters, publications, and multimedia
- **Regular recognition** on Awards multimedia as the Title Sponsor
- **Full-page advert** in the Shortlist Summary Booklet (W194 x H132mm)
- Opportunity to deliver a **welcome address** at the Awards ceremony
- Opportunity to **sponsor an Award Category**
- A sponsor representative will be **invited on stage** to take part in the award presentation
- **Recognition and thanks** throughout the event, including live mentions by the Master of Ceremonies and a public thank you at the close of the ceremony
- Display of **corporate banners** in prime locations at the Awards
- Opportunity to publish a **blog and/or short video** (max 500 words) on CDN's website and social media channels
- **Sponsor message** featured in the post-event newsletter and Awards news story
- **Priority seating** for up to 3 tickets, plus an additional guest at the Chief Executive's table





# CDN COLLEGE AWARDS 2026



**FOR FURTHER INFORMATION,  
PLEASE CONTACT:**

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[#CollegeAwards](https://twitter.com/CollegeAwards)

[www.cdn.ac.uk/college-awards-2026](http://www.cdn.ac.uk/college-awards-2026)

