



National Apprenticeship Week Sponsorship - £2,500 +VAT **6th - 12th February 2023**

For National Apprenticeship Week, Founders4Schools is joining the movement to showcase the benefits of apprenticeships and where they can take young people in their careers.

Throughout the week we will hold two free, live webinars to give young people insight into the broad range of careers apprenticeships are available in. During these sessions we will connect young people with relatable role models who either manage apprenticeship programmes within their organisation or are undertaking/have completed an apprenticeship themselves. They will speak about what their apprenticeship entails, the opportunities their organisations offer, and the career pathways they can lead to. Together we can educate young people on the ever-changing world of work, raise their aspirations and instill self-belief, whilst encouraging them to consider pursuing an apprenticeship.

The day will include two 30-minute webinars on different topics hosted by F4S and promoted to our educator, parent and student audience. Our webinars often achieve registrations of up to 3,000 students from multiple schools across the UK.

As a sponsor you have the opportunity to lead each discussion by providing the host and a speaker from your staff. We will secure one further speaker from our volunteer community. All sessions are recorded and are available on demand post-event for greater impact beyond the day.

Sponsorship Benefits:

- Invite either a host or a speaker from your organisation to contribute to both of the sessions.
- Brand association with the event i.e. 'sponsored by XXX'
- Co-branded background during the sessions
- Promotion of sponsorship in our educator, parent, student and volunteer newsletters (audience circa 14,000) and on our social media channels to our 15k+ followers
- Opportunity to share links to downloads/events/early career opportunities at your company within the post-event comms to all attendees
- Post-event social media promotion by F4S with a quote from your organisation to highlight engagement
- Post-event impact summary to demonstrate the reach, and qualitative feedback captured
- Recording of the events uploaded to our educator resource portal and Youtube channel for continued access and impact and also provided to you to promote to your network
- Promotion of your organisation's relevant campaigns, information and early career opportunities to our audience on social media and in our newsletters either prior to, during, or after the workshop.