



**CELEBRATION OF
LEARNING AND SKILLS
THE AWARDS 2007**

To be held at

**The Sage Gateshead
Friday 12th October 2007**

Flying the flag for employers and individuals
who are raising the standard of learning and
skills development in the North East.

**SPONSORSHIP
OPPORTUNITIES**



CoLaS 2007

Celebration of Learning and Skills

The Sage Gateshead - 12th October 2007

Introduction

The Celebration of Learning and Skills is one of the most successful and prestigious award ceremonies in the North East. Currently in its second year, the 2007 ceremony will be the biggest ever held in the region when 1000 guests will enjoy a spectacular ceremony at the iconic Sage Gateshead. The region's business leaders will join key employers, politicians, journalists, representatives from the education sector and the families and friends of the nominees for an evening of entertainment and recognition of achievement.

These awards are for employers, organisations and individuals who have reached the very pinnacle of innovative, progressive learning excellence. Open to anyone over the age of 14 at any level of education, the CoLaS aims to recognise and reward investment and success in skills development.

The CoLaS

This year the awards are to be held at the Sage Gateshead, one of the most impressive venues in the North East. The 'Oscar style' ceremony will feature glitz and glamour from start to finish.

The night will be packed entertainment from famous names to up and coming acts from the region. An awards ceremony of this magnitude has never before been held in the North East and it is anticipated that it will attract interest from the media, key players in the public and private sector, major educational establishments and politicians.

The skills debate is high on the regional agenda and the CoLaS will showcase achievement and progress on an unprecedented scale that will put the North East on the map.

Sponsorship Opportunities

There are ten fantastic opportunities for your company to be involved. This is a perfect vehicle to demonstrate your company's commitment to developing learning within work and investing in the local community.

The following award categories are available for sponsorship:

- Arts and Media
- Business, Enterprise and IT
- Construction, Manufacturing and Engineering
- Hospitality, Travel and Tourism
- Sports and Recreation
- Trade Union Life Long Learning
- Investment in Skills
- Pioneering Recruitment
- Working in the Community
- Outstanding Achievement

Category Sponsor Package - £5000 + VAT

- 20 guests on the night - we will provide you with a private box to host your party allowing you to enjoy hospitality and networking
- 20 seats in the Sage Gateshead's impressive main hall to enjoy the night
- Company logo on website
- Company logo on all literature associated with the night including:
 - 10,000 nomination forms which will be distributed throughout the region to a wide range of employers, learning providers and public sector organisations
 - 1000 tickets
 - 1000 brochures
- Branding on the night
- Involvement in selecting the category winner
- Presentation of the award to the winner on the night
- PR package - the CoLaS' PR agency will produce a press release detailing your involvement and circulate that with photography to regional and trade media. Last year's PR reached over 2.9 million readers and generated an advertising value equivalent (AVE) of over £300,000. It is believed this year's awards will have an even greater impact
- Inclusion within at least two editions of the LSC's own magazine which is distributed to almost 3,000 key stakeholders
- Inclusion within North East Vision and Tees Pride publications
- Recognition in post event supplement and credit in video podcast of the night
- Photography of award presentation
- Use of any story/photography as a media hook for your own press coverage

To ensure you don't miss out on this amazing opportunity, contact Andy Thevarokiam on 0191 240 7000 or email andy@fawthropmclanders.com