

>LSC

Leading learning and skills



**CELEBRATION OF
LEARNING AND SKILLS
THE AWARDS 2008**

To be held at

**The Sage Gateshead
Friday 20th June 2008**

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

**SPONSORSHIP
OPPORTUNITIES**



CoLaS 2008

Celebration of Learning and Skills

The Sage Gateshead - Friday 20th June 2008

Introduction

The Celebration of Learning and Skills is one of the most successful and prestigious award ceremonies in the North East. CoLaS 07 will be a hard act to follow but the 2008 ceremony aims to top last year's extravaganza. Over 1200 guests will enjoy a spectacular ceremony at the iconic Sage Gateshead. The region's business leaders will join key employers, politicians, journalists, representatives from education 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

Once again 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 with entertainment from famous names through to up and coming acts from the region. Building on the success of last year and the extensive awareness of the event that already exists in the region, the event 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 a scale that will put the North East on the map.

Sponsorship Opportunities

This year additional categories have been added so there are even more 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:

- Young Learner of the Year
- Lifetime Achiever
- Adult Learner of the Year
- Personal Achiever
- Provider of the Year
- Small Employer of the Year (up to 49 employees)
- Medium Employer of the Year (50-249 employees)
- Large Employer of the Year (250+ employees)
- Apprentice of the Year
- Pioneering Recruitment
- Outstanding Achiever of the Year
- Outstanding Employer of the Year

Category Sponsor Package - £5000 + VAT

The benefits to your organisation include:-

- 20 tickets to the event allowing you to host an evening for clients or colleagues. There are networking opportunities before the awards and seats in The Sage Gateshead's impressive main hall to enjoy the night. Afterwards you can enjoy the after-show party with your guests.
- Company logo on website
- Company logo on all literature associated with the night:
 - 10,000 flyers 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 support - the CoLaS PR agency will provide you with a press release and a photograph so you can generate PR around your involvement
- Editorial coverage within the Journal, the Chronicle and the Northern Echo
- Inclusion within two editions of the LSC's own magazine which is distributed to 1,000 key stakeholders
- Inclusion within North East Vision and Tees Pride publications
- Recognition in post event supplement
- Photography of award presentation
- Inclusion in the post event DVD

For the past three years these awards have been extremely popular. It is anticipated that the 2008 CoLaS will attract sponsors from the public and private sector. To ensure you don't miss out on this amazing opportunity, contact Andy Thevarokiam on 0191 240 7000 or email andy@fawthropmcclanders.com