

CELEBRATION OF LEARNING AND SKILLS THE AWARDS 2009

**The Sage Gateshead
Friday 3rd April 2009**

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



SPONSORSHIP OPPORTUNITIES



Introduction

The Celebration of Learning and Skills Awards is one of the most high profile and prestigious award ceremonies in the North East. CoLaS Awards 2009 will build on the groundswell of success and support that the event has enjoyed over the last few years.

Over 1,200 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

The 'Oscar style' ceremony will feature glitz and glamour from start to finish. The night will be packed entertainment from famous names through to up and coming acts from the region. Thanks to the extensive awareness of the event that already exists in the region, the CoLaS Awards 2009 will attract interest from the media, key players in the public and private sector, major educational establishments and politicians.

Sponsorship Opportunities

For the very first time, in 2009 the Sage Gateshead will be closed to the public, enabling us to offer many more opportunities for sponsors to brand the evening. This is a perfect vehicle to demonstrate your company's commitment to developing learning within work and investing in the local community.



SPONSORSHIP PACKS

Category Sponsor Package - £5,000 + 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 along with profile of company, press release, photography and link to your 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
 - 1,200 tickets
 - 1,200 programmes
- Branding on the night:
 - Company logo projected onto Northern Rock Foundation Wall in concourse
 - Company logo projected on all screens in Hall 1 as guests enter
 - Company mentioned and thanked in opening address to guests
 - Company logo projected on all screens in Hall 1 as award is presented
 - Company logo on nominee profile videos
- 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 online post event supplement:
 - Company profile in supplement along with photography
 - Photography of presenter giving award on stage with winner and compère
- Photography of full night available to download for your own use

For several years these awards have been extremely popular. It is anticipated that the 2009 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@if-fma.com