**The Apprenticeship Show 2018: Sponsorship Packages**

Telford & Wrekin Council and The Army will host The Apprenticeship Show (TAS) for the third year running in March 2018. Telford & Wrekin Council has a proven track record for hosting these events, from the launch of the Job Box with a Jobs Fair at The International Centre, Telford (TIC) in 2014 and then from 2016 partnering with The British Army to deliver the Apprenticeship Show.

The events have grown each year, with over 3.5K people attending TAS 17.

The Job Box was launched by Telford & Wrekin Council in January 2014 to help tackle high levels of youth unemployment in the borough and continues to work with young people, from school age to help prepare them for the workplace, right up until they find work.

The British Army, one of the largest providers of apprenticeships in the UK teamed up with the Council in 2016 to bring the first TAS to The International Centre and has grown the reputation of this event over the past two years.

Your business is invited to make its mark at The Apprenticeship Show 2018, either as a stand holder, or a sponsor. There are a wide range of opportunities on offer for your business to be a part of this major event.

This document outlines value for money sponsorship packages that are associated with the biggest apprenticeship event in the region for 2018.

Stats:

Attendees = 3.5K +

School age vs older = 50/50

Companies attending = 70+

Attendees from Telford, Shropshire and the wider West Midlands

Gold package = £2,000 (3 packages available) – Partner Sponsor **SOLD**

For those businesses that are looking to be a headline sponsor at this event, the Gold Package offers a unique opportunity for your company’s brand. As a headline sponsor for this event, you will benefit from maximum exposure:

Prior to the event:

Local and regional press engagement and promotional literature: Feature your companies branding and, where appropriate, in editorial and quotes, including:

Press releases circulated to local and regional press

Your Voice newspaper distributed to circa 72,000 homes in Telford and Wrekin

E-bulletin delivered to over 15,000 potential consumers of your product

Online promotional credits: giving your brand lasting exposure via:

The Job Box website and social media accounts for The Job Box, Telford & Wrekin Council and The Army

Business promotion to circa 3,000: Your business will get in front of all employees at Telford & Wrekin Council and other Telford-based businesses

On the day:

Stand space which equates to 16 x 24sqm, includes lunches, prime location at the front of the Hall with the first pick of stand space. See your business take pride of place at The Apprenticeship Show.

Event programme: A two page spread for you to do with what you want in the glossy event programme, given to every person who attends.

Silver package = £1,000 (5 packages available) – Identified as ‘Proud to be working with’

The Silver Package gives sponsors the chance to see their company promoted as a part of The Apprenticeship Show 2018.

Prior to the event:

Local and regional press engagement and promotional literature: Feature your companies branding and, where appropriate, in editorial and quotes.

Online promotional credits: giving your brand lasting exposure via:

The Job Box website and various social media accounts

Business promotion to circa 3,000: Your business will get in front of all employees at Telford & Wrekin Council and other Telford-based businesses

On the day:

A dedicated stand which equates to 8 x 12sqm floor space. Stand includes furniture and lunches for staff x 6 (electricity will incur an additional cost). You will get 2nd choice of location within the hall, giving you the perfect opportunity to snap up some of the best stand locations.

Event programme: An A5 page for you to do with what you want in the glossy event programme, given to every person who attends.

Bronze package = £500 (10 packages available) – Associate Sponsor

The Bronze Package gives sponsors the chance to be credited as an associate sponsor on the website and within the event programme.

A dedicated stand of 6 x 9sqm which will include furniture and lunches for 4 staff. You will get the opportunity to choose your stand space prior to standard fee paying organisations.

Event programme: A half A5 page for you to do with what you want in the glossy event programme, given to every person who attends.

Bespoke packages will also be available should you wish to explore further opportunities. Please get in touch to discuss.

To discuss any of these packages please email [kim.hodgetts@telford.gov.uk](mailto:kim.hodgetts@telford.gov.uk)