

Sponsorship options 2020/21

About Festival of Learning

Festival of Learning is the biggest celebration of lifelong learning in England. It began life as Adult Learners' Week almost 30 years ago and is supported by the Department for Education.

The overall aim of Festival of Learning is to celebrate the best in adult learning and inspire more adults to learn.

- **Festival of Learning awards** celebrate and showcase the many benefits of learning for individuals, families, communities and employers, by sharing the stories of individuals and organisations that have demonstrated a special commitment to learning. Winners are announced at an annual awards ceremony.
- Throughout the year learning providers, community organisations and employers host hundreds of **'have a go' taster learning activities** and open days across England as part of Festival of Learning, to encourage more adults to have a go at learning something new.
- **Lifelong Learning Week (LLW)** takes place annually in early November thereafter. It is a collaborative week of targeted activity bringing together a wide range of stakeholders, seeking to raise the profile of lifelong learning across a range of policy areas. LLW will bring together Festival of Learning award winners case studies and a range of our research and development work, such as the adult participation in learning survey and English, Maths and ESOL conference.
- Our annual **parliamentary reception** is attended by politicians, policymakers and key stakeholders from the adult learning, skills and employment sectors and raises the profile of adult learning within parliament.

Festival of Learning receives widespread **press and media coverage**. In one year our campaign secures around 1,000 press mentions, including prominent media such as Evening Standard, Daily Mail, BBC Radio 2 and 4. Our social media activity for award winners gains more than two million impressions, and our website receives around 70,000 page views each year.

Key dates for 2020/21

- 6 November 2020: Nominations open for Festival of Learning Awards 2021
- 6 July 2021: Festival of Learning 2021 awards ceremony
- Early November 2021: Lifelong Learning Week
- November 2021: Festival of Learning parliamentary reception

Sponsorship options

A range of sponsorship options are available, and our team can help build a package to meet your requirements. In addition to publicity benefits, sponsors are invited to help shape the future of Festival of Learning.

Award sponsorship



Festival of Learning awards showcase people with incredible stories to inspire action. These stories are shared widely and attract significant press and media coverage.

Award sponsorship benefits include: brand presence in communications related to the award category and award winner including digital, print and press; a place on the awards selection panel; an endorsement in the award winners booklet and opportunity to present the sponsored award at the ceremony.

Our current award sponsors include NOCN, Education and Training Foundation, Skills and Education Group, WEA and City Lit.

Awards available for sponsorship in 2021 are:

- Outstanding Individual Learner
- English Language Learning
- Project/Provider/Partnership

We are also happy to discuss the potential introduction of new award categories.

Fee + VAT: £7,500

Festival of Learning awards ceremony



Festival of Learning award winners are announced each year at a national awards ceremony which is attended in person by over 100 stakeholders from the adult learning, skills and employment sectors and broadcast live online with an additional audience of around 700. The ceremony will likely be an entirely online event, and previous keynote speakers include **Gillian Keegan MP, Minister for Apprenticeships and Skills**.

Sponsorship benefits include: brand presence in all communications related to the ceremony including digital, print, press and throughout the livestream broadcast; an endorsement in the award winners booklet; and opportunity to present an award at the ceremony.

Fee + VAT: £12,000 for an in person event plus livestream broadcast, or £7,500 if the event is entirely online.

Festival of Learning parliamentary reception

The annual parliamentary reception is attended by politicians, policymakers and key stakeholders from the adult learning, skills and employment sectors. Speakers at our last parliamentary reception included **Rt Hon Robert Halfon MP**, Chair of the Education Select Committee, and former Shadow Minister for Higher Education, Further Education and Skills, **Gordon Marsden**. Previous parliamentary sponsors for this event have included **Angela Rayner MP** and **David Lammy MP**.



Sponsorship benefits include: brand presence in all communications related to the parliamentary reception including digital, print and press; brand presence at the event; and an opportunity to speak at the event.

Fee + VAT: £10,000

Further information

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