

STF

The Scottish Training Federation



ANNUAL CONFERENCE & AWARDS 2017

Sponsorship Opportunities

www.stf.org.uk



The Event

The Scottish Training Federation Annual Conference, Dinner and Awards Ceremony will be held on 26 & 27 September 2017 at Crieff Hydro.

Delegates

Over 200 delegates from organisations involved in skills and training will attend.

For more information about sponsorship opportunities, please contact **Lynsay Bryce** on **0131 339 9461** or email: **lynsay.bryce@xtra-mile.com**

Speakers

Top broadcaster, Stephen Jardine, will host the conference which will feature respected speakers from the skills and training world.

Sponsorship

A variety of sponsorship and exhibition opportunities are available. The main packages are detailed in this brochure; tailored packages are also available on request.



About STF

- The Scottish Training Federation (STF) represents training providers operating in the field of work based training across Scotland.
- STF currently has over 130 members – from independent training providers, group training associations, colleges, employers and local authority training departments.
- STF is regarded as the ‘voice’ of training providers in Scotland and is consulted by all major skills stakeholders, including Scottish Government and Skills Development Scotland.

For more information about STF, please visit www.stf.org.uk or email: stuart.mckenna@stf.org.uk



WHY SPONSOR THE EVENT?

Sponsoring the STF annual conference, dinner and awards ceremony provides an exceptional opportunity for your organisation to strengthen and increase its visibility and profile. When sponsoring the event, your organisation will benefit from:

- showcasing your products and services
- increasing awareness of what you do and what you offer
- meeting potential new customers
- interacting and networking
- enhancing your company profile
- reaching a key target audience in your field of activity
- networking with existing customers.



“SQA has been a proud sponsor of the STF Annual Conference and Awards for a number of years. The event provides an excellent opportunity to engage and network with training providers across Scotland. It also offers an ideal forum to seek feedback on and promote new products and services.
www.sqa.org.uk “



AWARD CEREMONY

More than 230 delegates and guests will attend this year's award ceremony which will be hosted by top television and radio broadcaster, Stephen Jardine.

BBC weather presenter, Judith Ralston, will also be on hand, mingling with the audience and finalists before and during the ceremony to capture the excitement of the occasion.

Ten award categories will be contested. Sponsors will announce the winners in each category and will be photographed with the winners and finalists in their category.

STF will issue a press release detailing the winners and finalists in each of the categories - and photographs from the ceremony will be posted to the STF web site, Twitter, LinkedIn and Facebook pages.

Photographs from the Award Ceremony will be made available to sponsors.



Pre-Dinner Reception

The Pre-Dinner Reception provides a great opportunity for delegates to network with each other - and to speak with the finalists in each of the award categories. Our hosts, Stephen Jardine and Judith Ralston will also be on hand and are happy to receive requests for selfies!



SPONSORSHIP OPPORTUNITIES

Main Conference Sponsor **SOLD**

The Main Conference Sponsor package for the 2017 Annual Conference has been sold.

Exhibition Stands **£900**

- Prime location within the exhibition hall
- Exhibitor networking built into the conference programme
- All day access to the conference
- Promotional/ marketing materials within the delegate packs
- All meals provided throughout the conference
- Prior access to the conference delegate list
- Pass for the pre-dinner drinks reception, dinner and awards ceremony, plus overnight accommodation.

Conference Delegate Packs **£3,500**

- Company logo printed on the conference delegate folders along with that of the main sponsor
- Company name / logo on all relevant conference literature
- Acknowledgement in the conference introductory speech
- Promotional material within the delegate packs
- Complimentary all-inclusive delegate passes.

Conference A4 Programme **£2,500**

- The Conference Programme will be given to every delegate, featuring detailed information about the conference sessions, the speakers, the interactive networking sessions, as well as the exhibitor profiles.
- Company logo featured on the front page of the programme along with STF logo
- Full page colour advert within the programme
- Complimentary all-inclusive delegate passes
- Option to place additional marketing material within the delegate folder
- Prior access to the delegate list.

Programme advert **From £200**

- 1/4, 1/2 or full page advert, printed in full colour within the Official Conference Programme
- Significantly discounted rates for the Annual Conference, Dinner and Awards Ceremony.



SPONSORSHIP OPPORTUNITIES

Conference Writing Pads £1,300

- Branded writing pad included within the conference packs
- Complimentary day delegate pass
- Promotional materials within the delegate packs

Conference Delegate folder pens £850

- Company logo printed on the conference folder pen
- Day delegate pass to the conference

Registration Desk and Delegate Name badges £1,700

- Company logo featured on both name badges
- Promotional material within the pack
- Complimentary all-inclusive delegate pass
- Banner stands on display at registration desk

Conference Lanyards £1,200

- Company logo featured on the lanyards
- Promotional material within the pack
- Complimentary day delegate pass
- Banner stands on display at registration desk

Accommodation Key Cards £500

- Promotional material within the pack
- Complimentary delegate pass
- Company branding on all accommodation key cards

Conference & Awards Audio Visual £500

- Company logo featured on all promotional materials as audio visual sponsors
- Promotional material within the delegate pack
- Half-page advert within the conference delegate programme
- Complimentary all-inclusive delegate pass
- Banner stands on display within the conference main hall
- Unlimited Wi-Fi access throughout the venue

Mix and match! Sponsorship packages can be tailored to meet the needs of individual organisations. If you would like to 'mix and match' some of the packages in this brochure, please contact us to discuss your ideas.



SPONSORSHIP OPPORTUNITIES

Conference Lunches £1,200

- Your company logo prominently on display within the lunch area
- Complimentary day delegate pass
- Company branded napkins

Networking Coffee Breaks £750

- Your company logo prominently on display in the networking area
- Complimentary day delegate pass
- Promotional materials within the delegate packs

Event Photography £500

- Team photographs
- Promotional material within the delegate packs
- Complimentary day delegate pass

Business Partner Cafe £800

- Designated meeting area for conference delegates
- Company banner stands on display throughout the designated area
- Promotional materials within the delegate packs
- Complimentary all-inclusive delegate pass

Pre-Dinner Reception £2,300

- Complimentary all-inclusive delegate passes
- Acknowledgement in the Annual Dinner introductory speech
- Company banner stand on display during the reception
- Company logo on the annual dinner menu

Table Wine at Annual Dinner £2,500

- Company logo on the menu as sponsor of the wine
- Company logo on relevant literature as sponsor of the wine at dinner
- Acknowledgement during the introductory speech
- Your business card at each table setting
- Complimentary all-inclusive delegate passes



SPONSORSHIP OPPORTUNITIES

Annual Dinner

SOLD

The Annual Dinner Sponsor package for the 2017 Annual Conference has been sold.

Employability Achiever of the Year*

£1,750

- Company logo featured on the award literature as sponsor of the award
- Company logo featured on the conference literature as sponsor of the award
- Acknowledgment during the introductory speech
- Complimentary all-inclusive delegate pass
- Company logo engraved on the award trophy
- Company logo featured on the award certificates
- Company participation in the award presentation

**Please note that the presentation for this award will be held on the afternoon of day one of the annual conference.*

Modern Apprentice of the Year*

£1,750

- Company logo featured on the award literature as sponsor of the award
- Company logo featured on the conference literature as sponsor of the award
- Acknowledgment during the introductory speech
- Complimentary all-inclusive delegate pass
- Company logo engraved on the award trophy
- Company logo featured on the award certificates
- Company participation in the award presentation.



The winner of the Modern Apprentice of the Year Award 2016 was Steven Simpson from Argyll & Bute Council. The award was sponsored by BT. Steven is pictured receiving his award trophy and certificate from Scott Baker, BT, and hosts Judith Ralston and Kaye Adams



AWARD CATEGORIES

Success in Partnership £1,700

This award aims to showcase the benefits which accrue from partnership activity – and how increased collaboration can produce positive, measurable and sustained outcomes for all parties involved.

Provider of Quality Training £1,700

This award focusses on the measures that training providers implement to ensure that staff deliver high level, up to date training which enhances the learner experience and better serves the needs of employers.

Innovation in Training SOLD

The use of innovative ideas to design, develop and deliver training – aimed at generating benefits for both learners and employers – is the focus of this award category.

Package benefits

The sponsorship package benefits for each of these award categories is:

- Company logo featured on the award literature as sponsor of the award category
- Company logo featured on the conference literature as sponsor of the award category
- Acknowledgement during the introductory speech
- Complimentary all-inclusive delegate pass
- Company logo engraved on the award trophy
- Company logo featured on the award certificates
- Company participation in the award presentation.



AWARD CATEGORIES

Small/Medium Employer of the Year

£1,700

This award category aims to showcase employers who are committed to ongoing staff development, promoting innovation and who are outstanding ambassadors of workforce development. (This award category is for employers with 249 or fewer employees.)

Large Employer of the Year

£1,700

This award category aims to showcase employers who are committed to ongoing staff development, promoting innovation and who are outstanding ambassadors of workforce development. (This award category is for employers with 250 or more employees.)

STF Provider of the Year

£1,700

This award is aimed at training providers who have demonstrated outstanding achievements in a wide range of activities related to the delivery of vocational education and training. Commitment to high standards, strong client focus, innovation and continuous improvement are some of the areas showcased.

Package benefits

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