

Our  
future.  
It's in  
our hands.

>lsc

Leading learning and skills

**CELEBRATION OF  
LEARNING AND SKILLS  
AWARDS 2008**

**SPONSORSHIP  
OPPORTUNITIES**

**To be held at**

**The Harrogate International Centre  
Wednesday 16 April 2008**

**by the Learning and Skills Council in Yorkshire and the Humber celebrating  
the achievements of the region's employers and learners**



**SPONSORSHIP**

# CoLaS 2008

## Celebration of Learning and Skills

The Harrogate International Centre

Wednesday 16 April 2008

### Introduction

The Celebration of Learning and Skills (CoLaS) promises to be one of the most successful and prestigious award ceremonies in Yorkshire and the Humber. The ceremony will be among the biggest ever held in the region when 1000 guests will enjoy a spectacular event at The Harrogate International Centre. 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.

The CoLaS aim to recognise and reward investment and success in skills development throughout the region from employers of all sizes across all industry sectors as well as individuals.

### The CoLaS

This year the awards are to be held at The Harrogate International Centre. 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. This will be an awards ceremony of great magnitude and it is anticipated that it 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 be a demonstration of achievement and progress on a scale that will put Yorkshire and the Humber on the map.

### Sponsorship Opportunities

There is a range of 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:

- Agriculture, Horticulture and Animal Care
- Arts, Media and Publishing
- Business, Administration and Law
- Construction, Planning and the Built Environment
- Engineering and Manufacturing Technologies
- Hair and Beauty Services
- Health, Public Services and Care
- Information and Communication Technology
- Leisure, Travel and Tourism
- Retail and Commercial Enterprise
- Outstanding Achiever

### Category Sponsor Package £5000 + VAT

The benefits to your organisation include:

- 20 guests on the night allowing you to enjoy hospitality and networking
- Company logo on website and on all literature associated with the night:
  - 10,000 information flyers which will be distributed throughout the region to a wide range of employers, learning providers and public sector organisations
  - 1,000 tickets
  - 1,000 brochures
- Branding on the night
- Involvement in selecting the category winner
- Presentation of the award to the winner on the night
- PR package - support in maximising PR opportunities online and offline
- Inclusion within LSC's e-newsletter which is distributed to key stakeholders
- Featuring in post event supplement
- Photography of award presentation
- Use of any story/photography as a media hook for your own press coverage

**To ensure you don't miss out on this amazing opportunity,  
contact Andy Thevarokiam on 0191 240 7007  
or email [andy@fawthropmclanders.com](mailto:andy@fawthropmclanders.com)**

**PACKS**