



Kent & Medway Apprenticeship Graduation Ceremony Sponsors' Requirements Note

#AppGradKandM



Sponsors' Requirements Note 2022

We are delighted that your organisation has agreed to support the Kent and Medway Apprenticeship Graduation Ceremony.

Your support means that this important event in the county's calendar can go ahead and that we can deliver the event free to all apprentices, employers and training providers that participate.

As we are planning to return to a formal gowned ceremony at Rochester Cathedral in October, we are keen to ensure the best experience for our amazing graduating apprentices, their employers, provider partners and our range of VIP guests and sponsors.

Helping our sponsors to engage with the ceremony

This sponsors' requirements note is designed to ensure that whether you're a gold, silver or bronze level sponsor, that we have some key information about your organisation or business, and your correct logos in a good quality resolution for the Apprentice Graduation website, press releases, social media marketing, promo materials, the programme and of course for the ceremony day itself.

What we need from you?

- A brief paragraph about your organisation which gives a summary of your business's focus and which mentions your interest in apprenticeships or reason for supporting the ceremony. This should be as per the number of lines by sponsor package level indicated below:
 - **Bronze** - 6 lines (in size 12 Helvetica Font in standard A4 margins)
 - **Silver** - 10 lines in as above format; plus one optional additional photographic image (which may be reproduced up to 1/8th page size in the programme)
 - **Gold** - 10 lines in as above format plus; one optional additional photographic image as above; and an additional 5 line optional statement of support quote for press releases and promotional materials.
- A high-res version of your logo ideally in a png file format. This is especially necessary for the programme or event memoir we produce and where the logos may be enlarged for various marketing materials such as event banners.
- The link you wish us to use for your business or organisational website.
- Any hashtag you'd like us to use for your business or organisation which we may use in our social media posts pre and post event.

When do we need these from you and how to supply them?

Please provide these items as soon as possible once sponsorship is confirmed and invoiced and at the latest by **30 July 2022**. Send all items to Mark Hill at info@appgradkandm.org

Check out the 2021 programme to see sponsor profile examples [Ceremony Memoir](#)

[**Kent & Medway Apprentice Graduation Ceremony Website**](#)