



# Kent & Medway Apprentice Graduation Ceremony Sponsorship 2022

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# Sponsorship Guide 2022

We are delighted to confirm that the Kent and Medway Apprenticeship Graduation organising partners and supporting key stakeholders are now planning the fourth Kent and Medway Apprentice Graduation Ceremony.

Following the successful 2021 virtual ceremony, which saw record numbers of participating graduates we are pleased to confirm plans to once again return to Rochester Cathedral for a formal graduation ceremony format, to ensure the best experience for our amazing graduating apprentices, friends and family, their employers, provider partners and our VIP sponsors.

This sponsorship guide is designed to give your organisation or business, an opportunity to be one of those VIP sponsors at an appropriate level and range of benefits.

## Great reasons to be a sponsor

### Be part of something special...

The Kent and Medway ceremony is one of just a few such events taking place nationally in 2022. Our 2021 event was the biggest nationally to undertake and deliver a virtual ceremony, which recognised the achievements of 297 Level 2 to degree level apprentices, despite the Covid 19 pandemic impacting on so many apprentices, their employers and training providers.

### Recognise apprentices and their role during and in recovery from the pandemic...

As the pandemic continues in 2022, supporting and recognising the incredible value of apprentices to employers and the economy is crucial. Many apprentices, employers and providers have overcome huge challenges to complete and achieve apprenticeship programmes. Equally, many apprentices have continued to undertake critical worker roles during the pandemic in industries such as health and care, logistics, education and training, retail, hospitality and catering and many more, but notably within NHS organisations.

### Get a head start on the skills agenda...

In January 2021, the Government published ambitious intentions to support education and skills training in its Skills White Paper – *Skills for Jobs: Lifelong Learning for Opportunity and Growth*, which places work-based and employer led skills and training, and notably apprentices at the heart of the national recovery. 2022 will see several initiatives commence that aim to help economic recovery, carbon reduction and key industry workforce sustainability. Apprentices will be a key part in many of these developments.

### Simply celebrate amazing apprentices...

At this crucial time, we hope that through the event, you'll join us in helping encourage more individuals to consider apprenticeships as a valued pathway to a rewarding career. We also hope by working with us, that we can ensure more employers realise the value of apprentices in enhancing their businesses workforce skills, future talent and success.

Take a look at last year's event here: [K&M Apprentice Graduation Ceremony 2021](#).

Check out our 2021 programme on our site to see to see sponsor profiles.

## Becoming a sponsor

Your sponsorship is vital in enabling us to offer the event free of charge to the apprentices and their supporters. It's easier than ever to become a sponsor and we have designed three rate cards for you to choose from.

Simply select the option which suits your organisation best and get in touch via:

[info@appgradkandm.org](mailto:info@appgradkandm.org)

## The sponsorship options

Gold £2,000+	Silver £1,500	Bronze £750
Company profile (250 words max) including logo in the event programme	Company profile (100 words max) including logo in the event programme	Logo and brief company biography (50 words max) to be included in the event programme
4 free VIP invites to the graduation	2 free invites to the graduation	1 free invite to the graduation
Logo and link on the graduation website	Logo and link on the graduation website	Logo and link on the graduation website
Logo and recognition as 'Headline Sponsor' to be included on final invitations sent to attendees	Logo on final invitations sent to attendees	Inclusion in associated social media promotion
Inclusion in key pre and post event press releases	Inclusion in key pre and post event press releases	Framed certificate of thanks as Bronze sponsor after the event
Inclusion in associate social media promotion	Inclusion in associated social media promotion	Receive 10 hardcopies of the event programme
Sponsor name / brand read out during event proceedings by event compere	Framed certificate of thanks as Silver sponsor after the event	
Optional statement of support quote included in key event press releases	Receive 20 hardcopies of the event programme	
Inclusion of logo in first tier on event banners produced		
Framed certificate of thanks as Gold sponsor after the event		
Receive 20 hardcopies of event programme		

**Note:** If any of the above packages do not suit your sponsorship / business needs or requirements please contact us for a range of alternative options from £250 at [info@appgradkandm.org](mailto:info@appgradkandm.org)

Find out more and / or nominate an apprentice via the [Kent & Medway Apprentice Graduation Ceremony Website](#)

## Key Statistics

2019 to 2021  
**527**  
Graduates  
Participated  
(297 in 2021)

2021  
**170**  
Employers  
Engaged

2020 & 2021  
**500**  
Event Day  
Views of  
Virtual  
Ceremony

2021  
**19**  
Training  
Providers  
Participated

## Who can be nominated

Any apprentice who has completed their qualification, at any level or discipline, between 1st August 2021 and 31st July 2022 and is either Kent and Medway based or has a Kent and Medway based provider can be nominated.

## Who can nominate apprentices

Applicants can be nominated by their employer, apprenticeship provider or can self-refer in exceptional cases. Applications will be verified and places are available on a first come, first served basis. When nominations are made it's essential that all parties involved, apprentice, employer and provider are informed.

## Follow the Kent & Medway Apprentice Graduation Ceremony

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