



Kent & Medway Apprentice Graduation Ceremony Sponsor Agreement

Terms and Conditions: Version 1 2026

#AppGradKandM

Sponsor Agreement

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

Your involvement means that this highlight event in the county's calendar, can go ahead and that we can deliver the event free to all our amazing apprentices that are successfully registered and attend on the day.

As we are planning a formal gowned ceremony at Rochester Cathedral, we are keen to ensure our sponsors expectations are met. Therefore, this agreement sets out the terms and conditions relating to financial sponsorship and / or support donations.

Other Useful Information for Sponsors / Supporters

We recommend that sponsors and supporting organisations read the following documents to ensure all commitments can be met.

All documents are at: www.appgradkandm.org

- Sponsor Pack – this sets out the various rate cards and what each provides. You should also read our related web page which includes additional details of what each level of sponsorship / support receives in return.
- Sponsor Requirements – this sets out what we need from sponsors to enable the organisers to meet the rate card contents. This also ensures we use your correct logos and text about you that you have provided or edited with us.

Terms and Conditions

The following sets out our commitments to financial sponsors and supporters and the terms and conditions pertaining to the provision of financial support by sponsors and supporting organisations.

Ceremony Organiser's Commitments

The organisers of the apprenticeship graduation ceremony commit to:

1. Deliver the graduation ceremony and related planning in good faith.
2. Provide sponsors and supporters the content and marketing related activities set out in each rate card as applicable subject to no impediment to the running of the event.
3. Communicate with sponsors and supporters efficiently and in a timely way the details of the graduation ceremony as they are confirmed in detail.
4. Respond promptly to queries about the ceremony within 48 hours.
5. Respond promptly to queries and amendments relating to our website contents and material that are relevant to the sponsor / supporter within 48 hours.
6. Notify the sponsor / supporter of any issues arising that may impact on our ability to deliver the event as planned, such as circumstances beyond our control including: the venue not being able to function/accommodate the ceremony at short notice due to a crisis affecting them; implementation of pandemic related restrictions on face-to-face events and other reasonably unforeseeable circumstances.

7. In the event of 6 above we will endeavour to reorganise the event as a virtual ceremony in the same year or following discussion with our partners and sponsors / supporters, we will look to divert the event's remaining acquired financial resources to delivering a ceremony in the following year.
8. In the event of 7 above, we will work to ensure the original rate card activity commitments are met.
9. Ensure relevant event insurances are in place relating to the ceremony and its participants.
10. Comply with other requirements reasonably expected or legally expected of the event organisation and the operation of our website notably pertaining to the protection of sponsor / supporter and registered apprentices' data.

Sponsor & Supporter Commitments

Sponsors and supporters of the apprenticeship graduation ceremony commit to:

1. Agree to the terms and conditions set out for the ceremony in this document and any specific details provided in email communications from the organising representatives.
2. Provide the agreed financial support once invoiced as per its payment terms.
3. Provide to the ceremony organisers in a timely manner the sponsor / supporter information and materials set out in the 'Sponsors' Requirements' document relevant to the rate card level of financial support.
4. Help promote the ceremony to other parties and stakeholders, including by following the ceremony's social media feeds and sharing content notably if applicable to the sponsor / supporter.
5. Encourage registration of the sponsor's / supporter's apprentices for the ceremony.
6. Participate in PR and video content that we produce for social media etc in order to promote the Graduation Ceremony.

Agreement Confirmation

This document is provided to financial sponsors / supporters via email parallel to the invoicing process. Email confirmation of a commitment to sponsor / support the Graduation and payment of the invoice sent via KATO confirms agreement to the above terms and conditions.

For more information contact Mark Hill at info@appgradkandm.org

Note: Where financial sponsorship / support has been agreed and paid prior to use of this agreement the general terms and conditions of this agreement apply.