

THE 2020 GOLDEN APPLE AWARDS

REWARDING EXCELLENCE
IN EDUCATION & LEARNING



AWARDS 2020
SPONSORSHIP OPPORTUNITIES

FRIDAY 2ND OCTOBER 2020, ENERGUS ,WORKINGTON



#GoldenApples20



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Education and training changes lives and the drive for Cumbria to develop its own skilled workforce for the future continues unabated. There are amazing career opportunities on our doorstep in a whole range of sectors, and the work done in our education sector gives those we are aiming to inspire every chance to achieve their ambitions.

The Golden Apple Awards are an opportunity for us all to take some time to say thanks to everyone involved in those efforts and celebrate the innovations and achievements that are paving the way for the future success of Cumbria and its people.

At the Golden Apple Awards we celebrate and reward inspirational people and organisations from across the county, and we couldn't do this without the help and commitment to these Awards from our partners and sponsors, who help promote the achievements, skill and talent within Cumbria.



AWARD CATEGORIES

1 BEST STUDENT

This award will recognise an individual pupil, student or learner of any age who can demonstrate a commitment to their own personal or professional development through academic, practical or vocational learning or in areas such as sport or the arts. They must show how improving their skills or qualification has made a real difference to their life.

2 BEST TEACHING PROFESSIONAL

This award is for a teacher, lecturer, trainer or tutor who inspires, engages and raises the aspirations of students, and makes an exceptional contribution to the life of their school, college, training setting or university.

3 BEST SUPPORT STAFF

This is an award for an individual or team of vital "backroom" staff in any setting which delivers education or training. It must be shown how they always give exceptional service, and how they make a real difference to their establishment through their work.

4 EARLY YEARS PROVIDER

This award will go to an innovative and successful childminder, childcare setting, nursery or school which can demonstrate how their work has impacted on children in their care.

5 COMMUNITY INITIATIVE

This award will recognise a school, college, university, training provider or other organisation which has successfully engaged its community and encouraged others to participate in learning. Judges will be looking for creative schemes which engage with and provide opportunities for hard to reach groups, and the development of new skills among students or groups returning to learning.

6 BEST USE OF TECHNOLOGY

Judges will be looking for examples of creative and innovative use of technology that further students' academic or vocational learning and achievement, with evidence of how it has achieved its visionary aims.

7 BEST TEACHING ASSISTANT

This award will recognise a teaching assistant where it is demonstrated, and how they make an outstanding contribution to their nursery or school and how they provide inspirational and outstanding support to children or young people..

8 BEST INDUSTRY ENGAGEMENT INITIATIVE

This award is for a school or training provider which forges relationships with employers and industry to ensure its students are ready for the world of work. Nominations must show how educators and business leaders work together to provide opportunities for young people or students, the range of "work ready" hard and soft skills being developed, and how they help youngsters secure education, employment and training opportunities.

9 BEST FURTHER EDUCATION PROVIDER

This award will recognise a college or university operating in the county which demonstrates that it delivers high quality courses and opportunities to students.

10 BEST EDUCATION PROFESSION NEWCOMER

This category is for teachers, lecturers or tutors who have been in the profession for less than two years, and show outstanding promise in their workplace.

11 BEST LEARNING, DEVELOPMENT & TRAINING PROVIDER

This award will recognise a training or private provider of training, skills or education which demonstrates that it delivers high quality courses and opportunities for learners, and forges strong partnerships with industry or other professionals to help offer creative solutions to developing skills for individuals and businesses.

AWARD CATEGORIES

12 BEST EDUCATION & LEARNING LEADER

This award will recognise the leader of an education establishment or training provider. Judges will be looking for someone with exceptional and inspirational leadership qualities, who has had a significant impact or driven improvements over the academic year.

13 PEOPLE'S CHOICE AWARD

This award is open to everyone and will be decided by a public vote. Nominees will have displayed excellence, commitment or courage beyond the norm, or will have achieved something of note or significance in the education sphere.

14 AGAINST ALL ODDS

This award will go to an individual or group of people who rose to meet an exceptional challenge which affected themselves or their education or training establishment during the 2019/20 academic year, and experienced success after overcoming significant or increasing challenges.

15 BEST APPRENTICE

This award will go to an apprentice who has completed their apprenticeship this academic year (2019/20) or is working towards an apprenticeship. Judges will be looking for an apprentice who has made outstanding progress in both their practical work and in their studies, and makes an exceptional contribution to their workplace.

16 BEST INCLUSION INITIATIVE

This award is to recognise an organisation, partnership or initiative which supports students of any age who face challenges to a mainstream curriculum. Nominations should demonstrate accessible opportunities developed for students, showing the positive impact on students and communities.

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17 HEALTH & WELL-BEING AWARD

This awards celebrates the huge strides being made to teach people of all ages the importance of staying fit and healthy, in body and mind. The winner will demonstrate a real innovative approach to encouraging a healthy lifestyle and influencing a healthier future for our communities. They must be able to show the impact that the work or initiative has had on peoples' lives.

18 BEST PRIMARY SCHOOL

Judges will be looking for an exceptional primary school which stands out from the rest and can demonstrate high standards, significant improvements or strong performance over the academic year, showing creativity and innovation which help children aspire and achieve.

19 BEST SECONDARY SCHOOL

This award will go to an exceptional secondary school which stands out from the rest and demonstrates high standards, significant improvements or strong performance over the academic year, showing creativity and innovation which help children aspire and achieve.

20 LIFETIME ACHIEVEMENT

Judges invite nominations of quality for this prestigious award which will go to someone who, in their view, has had a significant and positive impact on education, training and skills development over a period of years. There will be no shortlist published for this award and only the winner will be invited to the event.



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THE 2020 GOLDEN APPLES SPONSORSHIP PACKAGES

Gala dinner for 220 guests on Friday, 2 October, 2020
Energus, Workington

CATEGORY SPONSOR:

Pre-Event Coverage

- Pre-promotion coverage in print, digital and on-line, including social media.

On The Night

- 4 complimentary tickets to the Award dinner & ceremony.
- Invited onto the stage to present the award to the category winner.
- Branding on all promotional literature (including the official Awards script).
- Verbal acknowledgements throughout the evening as a 'thank you' to our sponsors.
- The official photographic images of the Awards evening to be shared with all the sponsors to utilise for your own marketing purposes.

- Included in all social media activity which is covered live from the Awards ceremony.

Post-Event Coverage

- Branding featured in The Cumberland News post event supplement.
- Up to 200 words of editorial to be featured in the post-event supplement, located on the page next to the category you are sponsoring.
- Quarter page advert in The Cumberland News post event supplement.

INVESTMENT
£1,750 + VAT

HEADLINE SPONSOR

To include all of the above, but also to include:

Increase to 10 complimentary tickets to the Award dinner and ceremony.

Editorial introduction of headline sponsor in print, including profile piece.

Full page advert in The Cumberland News post event supplement

Possibility of promotional material displayed on the evening.

Branding on Award certificates.

INVESTMENT
£6,500 + VAT