

THE 2021 GOLDEN APPLE AWARDS

REWARDING EXCELLENCE
IN EDUCATION & LEARNING



AWARDS 2021
SPONSORSHIP OPPORTUNITIES

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Education and training changes lives and the drive for Cumbria to develop its own skilled workforce continues unabated, despite the fact that as a result of the global pandemic, the sector has faced a uniquely challenging time. Innovation and engagement has remained at the top of the agenda, and there are so many wonderful examples of schools, colleges and training providers, going above and beyond to ensure that learners continue to thrive. Resources, communication and patience have never been more tested.

The Golden Apples Awards are a chance to acknowledge and reflect on all the hard work that goes on across education in the county, and to thank everyone that is paving the way for the success of our future generation. We will celebrate individual people and organisations who have demonstrated an unabating desire to facilitate learning.



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 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.

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.

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 2021 GOLDEN APPLES SPONSORSHIP PACKAGES

HEADLINE SPONSORSHIP

PRE-EVENT COVERAGE

- Branding to feature alongside Golden Apples publicity through coverage of the event within print, on-line & social media from event launch onwards (News & Star, The Mail, The Whitehaven News, Times & Star, The Cumberland News and The Westmorland Gazette).
- Editorial profile piece welcoming the organisation on board which will feature online across our countywide websites, as well as print & social media.
- Bespoke advertorial article to feature across all of our Cumbrian news websites welcoming you on board as the category sponsor of your choice.
- Branding to feature on our dedicated Golden Apples website.
- Double page spread & editorial content to feature in the pre-event special edition of our Learning supplement where this year's finalists will be revealed.
- Branding in premium position on all related ads, editorial and the supplement.
- One member of the organisation invited to form part of the expert judging panel.

AT THE EVENT

- The sponsorship of two individual Golden Apples award categories of your choice
- **10 tickets** for the evening itself.
- Opportunity to socially network with other key stakeholders, sponsors, finalists along with their guests right from the pre-awards drinks reception along with actual awards night.
- Invited onto the stage to present the awards to the winners of the categories sponsored.
- Included in the social media activity on the evening.
- Verbal acknowledgements of the sponsorship during the awards ceremony
- Video content with a 'piece to camera' filmed on the evening and will be shared for your own marketing purposes post event.

POST-EVENT COVERAGE

- Branding to feature in the prime position of the front cover of the 'celebratory edition' of Learning supplement (October) edition.
- Double page spread within countywide supplement profiling the winners.
- Editorial content with a 'word from our sponsor' congratulating the worthy winners & finalists.
- Bespoke on-line article content to feature online congratulating winners.

Investment £6,500 (+vat)

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THE 2021 GOLDEN APPLES SPONSORSHIP PACKAGES

CATEGORY SPONSOR

PRE-EVENT COVERAGE

- Logo/branding associated with the 2021 Golden Apples Awards in print, on-line & social media (News & Star, The Mail, The Whitehaven News, Times & Star, The Cumberland News and The Westmorland Gazette).
- Logo branding on event website (www.gaawards.co.uk) to sit alongside the category/categories sponsored.
- Full page in the dedicated pre-awards supplement in our 'Learning' product which is transformed into a 'Finalists revealed' special edition.
- Bespoke online article to feature across all of our Cumbrian news websites welcoming you as a category sponsor of your choice.

AT THE EVENT

- Sponsorship of the Golden Apples award category of your choice.
- **4 Tickets** for the evening itself.
- Opportunity to socially network with your target market.
- Invited onto the stage to present the award to the winner of the category sponsored.
- Included in the social media activity on the evening.
- Verbal acknowledgements of the sponsorship during the awards ceremony

POST-EVENT COVERAGE

- Full page in our post-event coverage in the form of a dedicated Golden Apples supplement across the county.

Investment £2,000 (+vat)