



Bridgend Corporate Parenting Board's
Children and Young People Achievement Awards 2024

Sponsorship Information and Media Pack

Supported by:



CONTENTS

Page

1.	Contents
2-3.	Overview: Children and Young People Achievement Awards 2024
3-4.	PR, media and marketing benefits and opportunities
5-7.	Sponsorship packages
8-10	Event sponsor features, benefits, and opportunities
11	Contacts and sponsorship agreement



About Bridgend Corporate Parenting Board's Children and Young People Achievement Awards 2024

The Bridgend Corporate Parenting Board is a **multiagency group** that is represented through council and external agencies and organisations. **Their primary role is to agree to work collaboratively, as corporate parents, on supporting children and young people who are care experienced and care leavers.**

Bridgend Corporate Parenting Board launch strategy

The Bridgend Corporate Parenting Board was established in November 2022, and in the following year they published the **Bridgend Corporate Parenting Strategy** which was co-produced and launched by care experienced children and young people.

Several organisations involved with the parenting board have **specific statutory responsibilities** for these children and young people, and along with working together, they hold each other accountable on how effectively they support the children and young people.

Celebrating Care Experienced Young People

As corporate parents, the parenting board is **committed to recognising their care experienced children and young people and their achievements** through celebration events. The last celebration event took place in September 2023, where more than 30 young people were recognised for their endeavours and achievement in education, training, and employment.



For further information on the Children and Young People Achievement Awards 2024 please visit: www.bridgend.gov.uk/AchievementAwards or e-mail: Steve.Berry@bridgend.gov.uk

About the celebratory event

Purpose of event: To provide all local authority care experienced children, young people, and care leavers with a special day, full of fun activities, where they will be individually recognised for their personal achievements.

Venue and date: Steam Academy, Bridgend College, Pencoed Campus Pencoed, Bridgend CF35 5LG (for children aged 5yrs – 14yrs) 10am – 3pm and Evergreen Hall, Civic Offices, Angel Street, Bridgend, CF31 4WB for young people aged 15yrs – 21yrs from 4pm – 7pm.



Activities: With a variety of spaces available, we hope with the help of our kind sponsors we will be able to offer the children and young people a host of entertaining, therapeutic and educational activities.

Food and refreshments: All attendees including their carers will be provided with lunch and refreshments throughout the event. We would also like to give every award winner a goody bag.

Awards: Throughout the day there will be four award ceremonies held in the main hall, enabling us to separate the children and young people's award winners into different age categories. There are a total of ten awards amongst our sponsorship opportunities below.

VIP/Key speakers on the day: The Childrens Commissioner for Wales will be in attendance, along with some local radio presenters.

Event sponsor benefits and opportunities

We want to offer our sponsors the best possible return on their investment. As a valued partner, your company, brand, and message will be aligned with the

We will work with you to understand your key objectives and messages and will tailor the sponsorship benefits to meet with your goals.

All our packages are flexible and can be adapted to suit the needs of your business.

Sponsor benefits in terms of PR / media:

Your company logo and mention in all **pre and post-event media releases, adverts, and publicity** in relation to the Children and Young People Achievement Awards 2024.

- Bridgend County Borough Council Social Care Communications team will **regularly issue media releases** in relation to the Care Experience Young People's Achievement Awards 2024, and to all local press and media.
- Your company **logo depicted in articles** in relation to the achievement awards e.g., **Bridgend's magazine, press release images, resident bulletins.**

Sponsor benefits in terms of marketing:

Publicity materials:

- Your company logo to be featured on **any literature** i.e., leaflets, event flyers, and posters in relation to the Children and Young People Achievement Awards 2024.
- Your logo will feature in the **programme for the day.**
- You will have the opportunity to **display promotional material** to include pop up banners or landscape banners in the event areas.
- You will be mentioned with your logo in our **Bridgend's staff magazine.**
- **E- news:** You will be mentioned with your logo in our resident's bulletin, which is emailed out to **34,980 residents**, and staff bulletins, which are emailed out to **5001 staff members**, throughout the months in the lead up to the event.
- Your logo and mention in the **Bridgend's business monthly e-news** in relation to the Children and Young People Achievement Awards 2024, emailed out to **3314 contacts.**

Websites:

Your logo and mention on the Bridgend County Borough Council website, our social care web pages, our business web pages, and our latest news pages in relation to the Children and Young People Achievement Awards 2024.

Social media:

Mentions and tags on social media marketing in relation to the Children and Young People Achievement Awards 2024 i.e., Twitter, Facebook, Instagram, and LinkedIn.

Sponsorship packages available include:

Main event sponsor:	£2,000.00 + VAT	1 opportunity
Official print sponsor: (This can be paid in services)	£500.00 + VAT	1 opportunity
Official design sponsor: (This can be paid in services)	£500.00 + VAT	1 opportunity
Food and drinks reception sponsor:	£500.00 + VAT	1 opportunity

Award categories to sponsor:

Every child and young person we work with will receive an award.

Make A Difference Award	£500.00 + VAT	1 opportunity
--------------------------------	----------------------	----------------------

To recognise a child / young person who has made a positive contribution to their community, school, club or home either individually or as part of a group e.g. helping others or volunteering.

Super Skill Award	£500.00 + VAT	1 opportunity
--------------------------	----------------------	----------------------

To recognise a child / young person who has shown talent and excelled in a particular skill e.g., cooking, IT, maths, art, specific schoolwork, sport, musical instrument etc.

Achievement in Sport Award	£500.00 + VAT	1 opportunity
-----------------------------------	----------------------	----------------------

To recognise a young person who has either shown significant progress in a sport or achieved excellence in a sport.

Heart of Gold Award	£500.00 + VAT	1 opportunity
----------------------------	----------------------	----------------------

To recognise a child/young person who has shown tremendous support or kindness to someone.

Achievement to Learn Award

£500.00 + VAT

1 opportunity

To recognise a child / young person for their commitment to learning e.g. had excellent attendance; shown determination or achieved results that were better than expected or exceptional.

Preparing for Independence Award

£500.00 + VAT

1 opportunity

To recognise a young person who has demonstrated a commitment to their personal development to gain their independence e.g., developed their cooking skills; learning to use public transport; taken part in workshops around budgeting etc.

Moving on Award (care leaver)

£500.00 + VAT

1 opportunity

To recognise a care leaver who has moved into their own accommodation and began living independently e.g., used their money wisely, developed their DIY skills; successfully handled the responsibilities of running their own home.

Job and Enterprise Award

£500.00 + VAT

1 opportunity

To recognise a care leaver who has shown determination, commitment, success and motivation in work or business.

Determination and Character Award

£500.00 + VAT

1 opportunity

To recognise a child / young person for their commitment to improving their attitude, behaviour, showing perseverance or showing determination to achieve something.

Helping Hand Award

£500.00 + VAT

1 opportunity

To recognise any adult who has made an outstanding contribution to a young person /young people e.g. a teacher, social worker, foster carer – any adult where they have listened to young people and take action on what they say; treated them with dignity and respect; gone above and beyond their usual role.

Voice of the Child Award

£500.00 + VAT

1 opportunity

To recognise a child / young person that has championed their rights or the rights of others in care; has championed the efforts made by people that have supported them or others in care; has shown bravery to speak up or speak out about issues that are important to them.

What features and benefits does your sponsor package include?

Main partner sponsor package: £2,000.00 + VAT

Be our **main sponsor** for the entire event and take advantage of maximum exposure for your company or organisation.

The title sponsor will receive the following benefits and opportunities:

- To be known as the **headline sponsor** for this event e.g., the Children and Young People Achievement Awards 2024
- Company logo placement on Children and Young People Achievement Awards 2024 invitation sent out to over 300 guests.
- Company logo placed on all the Children and Young People Achievement Awards 2024 directories in key places at both the day and evening events.
- Company logo depicted on the AV screens and throughout the presentation slides.
- Prominent placement of your company logo on the backdrop banner for the Children and Young People Achievement Awards 2024
- Sponsor logo to be present on the framed certificates given to each child/young person as a keepsake.
- An opportunity to provide additional branding placed at the venue e.g., two banner stands.
- Benefit from all PR and marketing associated with the awards (as covered in the earlier section).

Sponsorship package: Awards official design sponsor £500.00 + VAT

The sponsor will receive the following benefits and opportunities:

- To be known as the **official design** sponsor for this event
- A prominent presence at both the Steam Academy, Bridgend College, for the younger age group, and Evergreen Hall, for the older age group.
- Mention in the opening address
- Placement of your company logo on the backdrop banner for the awards.
- Company logo depicted within the Children and Young People Achievement Awards 2024 invitation and directories on the day.
- Company logo depicted on the AV screens throughout the presentation slides.
- Benefit from all PR and marketing associated with the Children and Young People Achievement Awards 2024 (as covered in the earlier section).

Sponsorship package: Awards official print sponsor **£500.00 + VAT**

The sponsor will receive the following benefits and opportunities:

- To be known as the **official print** sponsor for this event.
- A prominent presence at the Children and Young People Achievement Awards 2024.
- Mention in the opening address
- Placement of your company logo on the backdrop banner for the awards.
- Company logo depicted within the Children and Young People Achievement Awards 2024 invitation and the event directories on the day.
- Company logo depicted on the AV screens and throughout the presentation slides. You can supply one company pop - up banner stand displayed at the venue.
- Benefit from all PR and marketing associated with the awards (as covered in the earlier section).

Sponsorship package: Awards ceremony food and drinks reception sponsor **£500.00 + VAT**

The sponsor will receive the following benefits and opportunities:

- To be known as the **food and drinks refreshment sponsor** for this event
- Prominent promotion as a sponsor in the reception area.
- A prominent presence at the Children and Young People Achievement Awards 2024
- Placement of your company logo on the backdrop banner for the awards.
- Mention in opening address.
- Company logo depicted within the Children and Young People Achievement Awards 2024 invitation and directories on the day.
- Company logo depicted on the AV screens and throughout the presentation slides.
- You can supply one company pop - up banner stand displayed at the venue.
- Benefit from all PR and marketing associated with the awards (as covered in the earlier section).

Sponsorship package: Award category sponsor £500.00 + VAT

The sponsor will receive the following benefits and opportunities:

- To be known as the sponsor for a particular category of the awards e.g., **Determination and Character Award** sponsor.
- Mention in the presentation of the award speech
- A prominent presence at the Children and Young People Achievement Awards 2024.
- Placement of your company logo on the backdrop banner for the awards.
- Company logo depicted on the AV screens and throughout the presentation slides.
- You can supply one company pop - up banner stand to be displayed at the venue.
- Benefit from all PR and marketing associated with the awards (as covered in the earlier section).

Sponsorship Agreement

Date:

Full company name:

Main contact:

This agreement refers to the sponsorship package the Children and Young People Achievement Awards 2024.

It is understood that all elements within the sponsorship package have been approved, and that the council's Social Services and Wellbeing/Corporate Parenting departments will begin to initiate all confirmed benefits associated with this sponsorship option as stated in the proposal.

Unfortunately, due to the nature of this event and to safeguard the children and young people we work with we are unable to invite you join us on the day, but please be reassured that your valuable contribution to the day will be very much appreciated and recognised on the day and after.

Sponsorship Package:

Children and Young People Achievement Awards 2024.

Agreed Sum: _____ + VAT

On behalf of _____, I hereby agree to the sponsorship package and payment as stated above and as detailed in the attached proposal.

Signed: _____

Date: _____

Please return this completed form by return to:

Steve Berry
Bridgend County Borough Council
Level 2
Civic Offices
Angel Street
Bridgend
CF31 4WB
Email: Steve.Berry@bridgend.gov.uk