



+ festival<sup>22</sup>

# D/GITAL. /SKILLS

7th February - 11th February 2022

## Sponsorship Packages

# About

The Manchester Digital Skills Festival is one of the most important events in the region. It showcases the size and scale of Greater Manchester's tech industry and offers career opportunities to the region's diverse and growing talent pool. The Festival has over a decade of impact and a rich legacy. In 2022, as many in the sector focus on recovery, we will see more than ever how important it is to truly bridge the gap between industry, job seekers and education.

Held in the heart of the city, the five-day long Festival attracts industry professionals, educators, students, graduates and job seekers, including a diverse range of career changers, as well as respected industry thought-leaders and innovators.

This year we'll also be celebrating National Apprenticeship Week - with a spotlight event on Digital Apprenticeship pathways.



2000+  
Job Seekers



50+  
Exhibitors



CV Clinics



12 hours  
Professional  
Development



300+ Live  
Vacancies



50+ Colleges/  
Universities  
engaged

# Schedule

<b>Day 1</b> Monday 7th February	<b>Day 2</b> Tuesday 8th February	<b>Day 3</b> Wednesday 9th February	<b>Day 4</b> Thursday 10th February	<b>Day 5</b> Friday 11th February
<p>Conference &amp; Skills Audit Launch</p>	<p>Industry Insight Days (schools/colleges &amp; career changers)</p> <p>Digital Apprenticeships Day</p>	<p>Talent Day</p>	<p>Professional Development Day</p>	<p>Professional Development Day</p>

# Headline Package - 1 available

## (£12,000 + VAT)

- 20-minute keynote presentation at the Skills Festival Conference on 7th February (and live streamed) to share industry insights
- Exhibition stand/banner at Conference Day on 7th February
- Named sponsor of the regional Digital Skills Audit 2022
- Lead supporting employer at Digital Apprenticeship Day on 8th February - an opportunity to increase company brand awareness of engagement in apprenticeship early talent investment
- Opportunity to host a virtual or in-person Industry Insights session for school/college or career changers on 8th February
- Exhibition stand at Talent Day\*, our careers fair, on 9th February
- Opportunity to hold x2 40-minute employer seminars at Talent Day, specifically to inform job seekers about your company's career opportunities
- Opportunity for x2 3-minute repeater videos played on the Festival website on Talent Day, specifically to inform job seekers about your company's career opportunities
- Opportunity to host x1 2-hour Professional Development Day session on 10th or 11th February - topic to be approved by Manchester Digital
- Opportunity to support Talent Day CV Clinics
- Branding on all promotional material pre-event
- Branding on promotional materials used at the conference
- Logo credit on conference presentation materials
- 100-word company profile on the official online event pages with a link to your website
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- Personalised post-event marketing email to all attendees of the conference and Talent Day to promote your job opportunities
- Guest article feature on Manchester Digital & Digital Skills Festival websites (x2)
- Promotion of guest articles across social media & newsletter

# Gold Package - 2 available

## (£5,000 + VAT)

- Exhibition stand/banner at Conference Day on 7th February
- Opportunity to host a virtual or in-person Industry Insights session for school/college or career changers on 8th February
- Opportunity to increase company brand awareness in apprenticeship early talent investment at Digital Apprenticeship Day on 8th February
- Exhibition stand at Talent Day\*, our careers fair, on 9th February
- Opportunity to hold x1 20-minute seminar at Talent Day, specifically to inform job seekers about your company's career opportunities
- Opportunity for x1 3-minute repeater videos played on the Festival website on Talent Day, specifically to inform job seekers about your company's career opportunities
- Opportunity to support Talent Day CV Clinics
- Opportunity to host or be the named sponsor of x1 2-hour Professional Development Day session on 10th or 11th February - to be approved by Manchester Digital
- Branding on all promotional material pre-event
- Branding on promotional materials used at the conference
- Logo credit on conference presentation materials
- 50-word company profile on the dedicated Skills Festival page with a link to your website
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- Inclusion in sponsors post-event marketing email to all attendees of the conference and Talent Day to promote your job opportunities
- Guest article feature on the Manchester Digital websites (x1)
- Promotion of guest articles across social media & newsletter

# Silver Package - 2 available

## (£3,500 + VAT)

- Exhibition stand/banner at Conference Day on 7th February
- Opportunity to host a virtual or in-person Industry Insights session for school/college or career changers on 8th February
- Exhibition stand at Talent Day\*, our careers fair, on 9th February
- Opportunity to support Talent Day CV Clinics
- Branding on all promotional material pre-event
- Branding on promotional materials used at the conference
- Logo credit on conference presentation materials
- 50-word company profile on the official online event pages with a link to your website
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- Opportunity to host or be the names sponsor of x1 2- hour Professional Development Day session on the 10th or 11th February
- Guest article feature on Manchester Digital & Digital Skills Festival websites (x1)
- Promotion of guest articles across social media & newsletter

# Education Partners - 1 available

## (£2,500 + VAT)

- Exhibition stand/banner at Conference Day on 7th February
- Opportunity to host a virtual or in-person Industry Insights sessions for school/college or career changers OR promote Apprenticeship pathways on Digital Apprenticeship Day, 8th February
- Exhibition stand at our careers fair, Talent Day\*, on Wednesday 9th February
- Opportunity to host or be the named sponsor of x1 2-hour Professional Development Day session on the 10th or 11th February
- Branding on all promotional material pre-event
- Opportunity to support Talent Day CV Clinics
- Branding on promotional materials used at the conference
- Logo credit on conference presentation materials
- 50-word company profile on the dedicated Skills Festival page with a link to your website
- Social media marketing across Twitter, LinkedIn, Instagram and Facebook pre-event
- Post-event marketing email to all attendees of Talent Day to promote CPD provision services, courses, degree apprenticeships or similar
- Guest article feature on Manchester Digital & Digital Skills Festival websites (x1)

# Contact Us

If you would like to discuss a bespoke sponsorship opportunity or any of the packages outlined in this brochure, please contact Emma Grant, Head of Talent and Skills

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