



skills for **security**

CONTACT

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SPONSORSHIP PROPOSAL

GET AHEAD

Sponsorship Packages Available

Birmingham | Glasgow | Oxford | Warrington | Watford

Take advantage of a unique opportunity to showcase your brand across the UK

25,763+

Total
Social Media
following

600+
Enrolled
Apprentices

250K+
Media Reach
(young people, employers,
manufacturers,
installers etc)

We have a **direct connection** to media partners, schools and colleges, other training providers, end point assessors, manufacturers, industry stakeholders and others

2,000+
Employers

2,300+
Newsletter
Subscribers

WHY SPONSOR



Skills for Security is the UK's largest fire and security apprenticeship provider.

Sponsorship of Skills for Security can address every stage of your marketing funnel - Awareness, Consideration, Conversion, Loyalty, Advocacy - as well as covering other areas of the business such as corporate social responsibility, equality, diversity & inclusion, human resources and even product development. It can deliver a valuable return on investment.



SPONSORSHIP PACKAGES

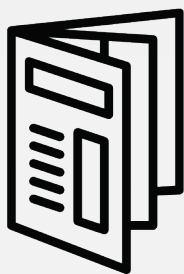
INSPIRATION PARTNER

from
£7k



Plaque

Skills for Security “partnership” plaque displaying the partnership between Skills for Security and your organisation for your premises



Branded Newsletters

Four branded monthly newsletters throughout the year that are sent to 2000 of our employer and member companies



Social Media Promotion

Social Media promotion for your organisation on competitions, events, and advertisement throughout the year



Branding

Use of the Skills for Security branding for your own marketing material



Discounted Training

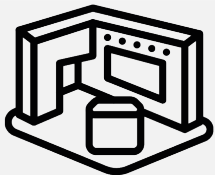
10% discount on all SfS commercial training and CPD courses, room rental, and the opportunity for additional booth sponsorship at £2500 per booth

SPONSORSHIP PACKAGES

INNOVATION PARTNER

THE INNOVATION PACKAGE INCLUDES **ALL** OPPORTUNITIES FROM THE INSPIRATION PACKAGE **PLUS**

from
£10k



Sponsored Workshop

One sponsored workshop booth at your centre of choice (Scotland, Warrington, Watford) fully branded with your company logo & equipment



Free Advertisement

One free ad per year in Professional Security magazine



Social Media Posts

2 x social media posts with students & staff using your product/



Social Media Videos

2 x social media videos with students testing the key features of the product/services



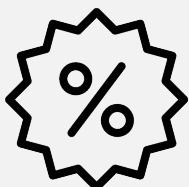
Magazine Entries

3 x product entries per year in benchmark magazine



Free Advertisement

One free ad + three professional product tests/services per year, featured in PSI magazine

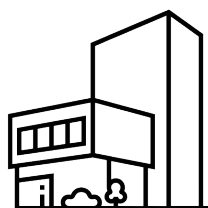


Additional Benefits

15% discount on all SfS commercial training and CPD courses, reduced room rental rate, and the opportunity for additional booth sponsorship at £2,000 per booth

Sponsorship Add-Ons

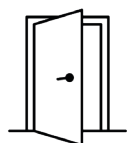
Expand your sponsorship package with our exclusive shopping list! Choose from a variety of options to customise your sponsorship experience and enhance your brand exposure through Skills for Security.



Fully Branded room

One room fully branded in each of our main centres (Scotland, Warrington and Watford) including sponsors products (if applicable).

£5K



Room Access

Access to the sponsored rooms three times per year

£2K



Plaque & Additional Brand Visibility

Plaque for each room with all the sponsor's details shown on the entrance to each room

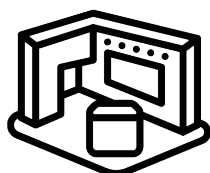
£1K



Branded Uniform

Your logo displayed on our staff uniform worn during the training and events (limited availability)

£3K

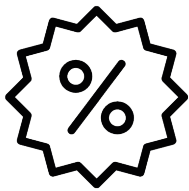


Branding Placement

Branding placement at events and roadshows (marketing material and signage) and displayed on tools and equipment within each sponsored booth

£5K

Your support will not only help to close the skills gap and foster the next generation of professionals, but also demonstrate your commitment to the growth and development of the security industry.



Additional Benefits

20% discount on all SfS commercial training and CPD courses, reduced room rental rate, inclusive room rental (availability dependent), and the opportunity for additional booth sponsorship at £2k per booth

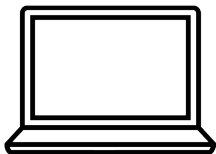
£500-2K



Additional Branding Exposure

Sponsorship and product placement in our Mobile Centre (RV) used for training, exhibitions and assessment

£1K



Website Banner

Drive traffic to your website with our website banner placement option. For one month, we'll prominently display your company logo or banner ad on our website, ensuring maximum exposure to our engaged audience of industry professionals.

£500



Social Media Takeover

Partner with a SfS apprentice to take over your company's social media channels for a day, giving followers an inside look at their day-to-day work and providing valuable insights into the apprenticeship experience.

£300



Digital Advertising

Enhance your online presence with digital advertising opportunities from options such as banner ads, sponsored social media posts, or sponsored email newsletters.

£500

MEDIA PARTNER

from
£5k



Opportunity to expose your media organization to over 250,000 people



Listing as Media Partner on marketing collaterals



Logo featured on the website with dedicated link to your media outlet's website



Sharing of your newsletters/material with our mailing list



Social Media promotion for your company throughout the year

As a media partner sponsor, your company will have the opportunity to gain visibility and recognition within the security industry, showcase your products or services to a targeted audience, and build valuable relationships with key industry players. Your support will also help to promote your company and reach a wider audience, increasing the impact and success of your marketing efforts.

Investing in the Industry and Making a Positive Impact on Society

All profits are invested back into the security industry through the joint ownership of Skills for Security by The Banks Foundation (TBF) and the British Security Industry Association (BSIA).

Additionally, a special reserves fund has been established within the BSIA to specifically allocate profits towards good causes. TBF, which focuses on utilising revenue for charitable causes and aligns closely with Young Enterprise, also receives a portion of dividends.



Bespoke Sponsor Packages

If you are looking for a more unique package, contact us for details about bespoke sponsorship packages. We can create a sponsorship package that fits your needs.



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