



FESTIVAL OF APPRENTICESHIPS

Powered by Pathway Group

MEDIA PACK

THiNKTM**FEST**

Powered by Pathway Group

Creating impactful and engaging events and communities, that promote and celebrate talent, apprenticeships, learning, development, diversity, inclusion, and social mobility in the skills sector.



Connecting Future Talent with Employers, Providers and opportunities Nationwide

THE FESTIVAL OF APPRENTICESHIPS IS FOR EVERYONE WHO WANTS LEARN MORE ABOUT APPRENTICESHIPS.

Our events are primarily aimed at 16 - 24 year olds looking for future career opportunities. The campaign will also target key career influencers such as Teachers, Parents and Carers. Through our partner networks we will be reaching out to Schools, Colleges, Independent training providers and Community Groups, sharing content online and at the event.



20,000+ STUDENTS REACHED ONLINE



10,000+ ATTEND IN PERSON ACROSS ALL EVENTS



150+ EMPLOYERS & LEARNING PROVIDERS EXHIBITING



500+ SCHOOLS & COLLEGES ENGAGED



100+ COMMUNITY GROUPS ENGAGED



MANCHESTER

**Monday 6th July 2026
MMU Business School**



**Manchester
Metropolitan
University**

ONLINE

**National Apprenticeship Week 2026
9th to 13th February 2026**



LONDON

**Wednesday 14th October 2026
Kia Oval Stadium**

EST 1892

LSBU



BIRMINGHAM

**Friday 16th October 2026
Millennium Point**



Headline Sponsorship – £25,000 + VAT per annum

As headline sponsor, your organisation will be positioned at the heart of the Festival of Apprenticeships, the UK's flagship event showcasing apprenticeships and career opportunities.

Package Inclusions:

- **Brand Association:** Festival of Apprenticeships in partnership with “Your Brand”.
- **Visibility Across Campaign:** Your logo featured alongside the festival logo across all branding, marketing, and promotional activity (pre-event, at-event, post-event).
- **Marketing & Media:**
 - Prominent placement on website and across all social media platforms for 12 months.
 - Video and editorial features spotlighting your organisation throughout the campaign.
 - Full-page advert and editorial in Careermag (Festival edition) plus front-page branding.
- **Event Presence:**
 - Large, premium-position exhibition stand at each of the 3 in-person shows (Manchester, London, Birmingham).
 - Opportunity to present at all events.
 - Opportunity to invite up to 10 partners to exhibit alongside you.
 - National Apprenticeship Week: 3 exclusive slots during the online careers event series.



University Sponsorship – £15,000 + VAT per annum

With universities now playing a big part in the apprenticeship sector, we are partnering with a host university in each of our regional events. This is an opportunity for a leading university in that region to promote themselves as the go-to university for apprenticeships.

As a University Host, you get your brand promoted across all branding, marketing, and promotional activity of the event. This includes visibility pre-event, at the event and post-event.

- You will be listed as the official event host for that regional event.
- Your logo and accreditation will be present throughout all advertising and marketing campaigns of the regional event in print and online, including dedicated website and on all social media platforms.
- Video and editorial promotion of your organisation throughout the campaign from start to finish. Full page advert and editorial in the Careermag festival edition.
- A large stand at each of the shows in a prominent position at the event along with 10 complimentary partner stands (to invite employer partners to exhibit with you).
- An opportunity to have a speaking slot as well as address the audience at the post-event networking reception.

Zone Sponsorship – £10,000 + VAT per annum

Sponsor one of our Event Features, and get your brand promoted across all branding, marketing, and promotional activity of the event. This includes visibility pre-event, at the event, and post-event.

- You will be listed as the Zone Sponsor for all events as well as the zone.
- Your logo will be present throughout all campaigns promoting the zone in print and online, including dedicated website and on all social media platforms.
- A prominent stand at the event, as well as the zone at the event being branded with your logo and accreditations.
- Opportunity to deliver activity taking place at the zone.
- Video and editorial promotion of your organisation throughout the campaign from start to finish, as well as content promoting the activity post-event.
- Full page advert and editorial in the Careermag festival edition.

Individual Packages

ONLINE ONLY – £750 + VAT

TAKE PART IN OUR ONLINE EVENT AND DELIVER A 30 MINUTE PRESENTATION TO OVER 10,000 POTENTIAL APPRENTICES. OVER 20 SLOTS AVAILABLE THROUGHOUT THE WEEK FROM 12PM TILL 2PM EVERY DAY.

- 30 Minute Presentation at our online NAW Event
- Your company profile and logo on our website and event guide.

STAND ALONE – £1,000 + VAT (PER EVENT)

EXHIBIT AT ANY OF OUR IN PERSON EVENTS TO PROMOTE YOUR APPRENTICESHIP AND EARLY CAREERS OPPORTUNITIES. OUR STAND ALONE PACKAGE INCLUDES THE FOLLOWING:

- A trestle table and two chairs.
- FREE 30 minute ONLINE webinar Session

STAND & SPEAK PACKAGE – £1,500 + VAT

IN ADDITION TO OUR STAND ALONE PACKAGE YOU HAVE THE OPPOTUNITY TO SPEAK AT OUR EVENTS:

- 20 minute session on our mainstage for one of your apprentices, this will be professionally recorded, edited and shared online.
- FREE 30 minute ONLINE webinar Session

STAND, SPEAK, ADVERTISE PACKAGE – £2,500 + VAT

IN ADDITION TO ALL THE BENEFITS IN OUR STAND & SPEAK PACKAGE YOU HAVE ACCESS TO MORE ADVERTISING OPPORTUNITIES:

- Full page advert in the Careermag festival edition, distributed to schools and colleges across the country as well as over 10,000 given out at our events

***A discretionary discount is available for organisations exhibiting at multiple locations.**

We Work with Over 100 Organisations



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To discuss any of our opportunities please feel free to email Kasim.Choudhry@pathwaygroup.co.uk for find out we can support you.