



Opportunities to sponsor our awards

A new campaign to
Get the Nation Learning



getthenationlearning.org.uk



Lifelong learning has never been more important

For society, for the economy, for everyone. We need to get the nation learning, with government, employers, and communities all having a vital role to play.

That's why we're celebrating organisations and people getting the nation learning

The Get the Nation Learning Awards shine a light on organisations and people leading this change and recognise examples of adult learning that support healthier futures, stronger communities, more opportunities, regional growth, and richer lives.

This is the biggest celebration of lifelong learning in England, building on the legacy of the Festival of Learning Awards that began over 30 years ago. There are a wide range of categories, with winners including learners, educators, learning providers, employers, community organisations, and local or mayoral authorities.





These awards sit at the heart of an exciting campaign

Our high-profile new campaign, Get the Nation Learning, is aimed at making and winning the case for lifelong learning. The awards take place during Get the Nation Learning Week, the high point in the campaign calendar. L&W's flagship annual Adult Participation in Learning Survey will also be launched at the awards ceremony, providing fresh insights on how and why adults learn, or do not.

You can be at the forefront of this fast-growing movement

Becoming a sponsor for the Get the Nation Learning Awards will put you at the forefront of this fast-growing movement. It will allow you to shape the campaign, lead the case for change, and showcase the impact you are making through lifelong learning.

You'll also be able to tap into a diverse audience and increase your brand visibility. The ceremony will take place at a renowned Central London location. The event will welcome 120 guests from national and regional government, employers, learning providers, policy groups, and community organisations.

Sponsor the ceremony

£25,000 + VAT

As a lead sponsor for the awards:

- Your name and logo will feature prominently on all digital and physical assets related to the awards – including webpages, marketing, social media, communications, banners and slides
- You will benefit from a keynote speaking slot
- You will have the opportunity to play a short film at the start of the ceremony
- You will be mentioned and thanked by the host at the start and end of the ceremony
- You will receive a place on the awards selection panel
- You will be included in press and communications attached to the wider Get the Nation Learning Week
- You will receive discounted rates for further sponsorship opportunities around the campaign and the 2025 Adult Participation in Learning Survey

This option can be secured for three years at the discounted rate of £50,000 + VAT

Sponsor an award category

£12,000 + VAT

As an award sponsor:

- Your name and logo will feature on digital and physical assets related to your award, including webpages, communications and slides
- You will present the award to the winner, and have the chance to say a few words on why the award category is important to your organisation
- You will receive a place on the awards selection panel

Award categories can be secured for three years at the discounted rate of £25,000 + VAT

There are several award categories available for sponsorship.

Healthier Futures Award

Learning for any reason and none is good for mental and physical health. With over 1.3 million adults in England currently in contact with NHS mental health services, and 2.8 million working-age adults not seeking employment due to ill health, this award champions the importance of lifelong learning to the nation's health.

Stronger Communities Award

Adult learning of all types reduces social isolation and makes people more confident, trusting and resilient. It also increases levels of social interaction between people from different backgrounds. With last year's riots exposing social divisions, and with levels of loneliness and social isolation on the rise, this award champions the importance of lifelong learning in building stronger communities.

Talent is Everywhere Award

There are persistent and significant inequalities in access to learning across different geographies and groups. Where opportunity is thwarted, employers and our economy also suffer. That's why this award celebrates organisations breaking down barriers to learning for people of all backgrounds.

Regional Growth Award

Regional skills inequalities are larger in England than most other countries, contributing to substantial regional inequalities in GDP per capita, productivity and disposable income. With more powers being devolved to English regions to engage adults in learning, this award celebrates local authorities and mayoral combined authorities integrating adult learning into growth plans.



Get in touch

With plenty going on across the Get the Nation Learning campaign and Get the Nation Learning Week, L&W can also create a bespoke sponsorship offer, combining multiple options to meet your needs.

To discuss all these partnership opportunities, please contact Emily Jones, Deputy Director, Learning and Work Institute: emily.jones@learningandwork.org.uk.

