



Sponsor the Get the Nation Learning Awards

The biggest celebration of
lifelong learning in England



getthenationlearning.org.uk



Overview

We're delighted to offer your organisation the opportunity to sponsor the Get the Nation Learning Awards.

Available for £25,000 + VAT per year, or £50,000 + VAT for three years.





It's time to Get the Nation Learning

Learning and Work Institute launched the Get the Nation Learning campaign for a simple reason. When adults learn, our society and economy thrive. This exciting new campaign builds on our thirty-year legacy of running Festival of Learning, the biggest celebration of adult learning in England.

Everyone has a role to play. Local and regional government, employers, learning providers, community organisations. By acting together, we can move towards being a culture, society and economy where everyone can learn throughout life.

Lifelong learning has never been more important

Growth, productivity, good work, resilient communities, fuller and richer lives. These are just some of the benefits lifelong learning can bring. Despite this, investment and participation in adult learning has declined dramatically in the last decade, with large inequalities in who accesses learning opportunities.

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

The Get the Nation Learning Awards sit at the heart of the campaign, taking place during Get the Nation Learning Week in the first week of November. They are a high point in the campaign calendar, shining a light on people and organisations leading the change, and recognising examples of adult learning that support healthier futures, stronger communities, more opportunities, regional growth, and richer lives.





Position your organisation at the head of the movement

Since launching in May 2025, Get the Nation Learning has gone from strength to strength. The campaign has approaching 200 organisations signed up as supporters – including the likes of Channel 4, Age UK, National Housing Federation, Sellafeld, and the Association of Colleges. The campaign was also covered in national, local and trade press in its first year and attracted support from both MPs and Peers.

Sponsoring the Get the Nation Learning Awards will locate your organisation at the head 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.

Last year's ceremony took place at The Barbican – London, welcomed over 120 guests, including high-profile award winners such as Ed Balls, BBC Studios, and Manchester City Council.

Awards sponsor

£25,000 + VAT (Only one available)

- Your name and logo will feature prominently on all digital and physical assets related to the awards – including webpages, marketing, social media, banners and slides
- You will be included in press and communications related to both the awards and Get the Nation Learning Week
- You will have the opportunity to host an article on the Get the Nation Learning site and campaign bulletin
- You will benefit from a keynote speaking slot at the ceremony and have the opportunity to play a short film
- You will be prioritised for other relevant speaking opportunities
- 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 Get the Nation Learning Week
- You will receive discounted rates for further sponsorship opportunities around the campaign and the 2026 Adult Participation in Learning Survey

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



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.

