



Become a lifelong learning champion

A new campaign to
Get the Nation Learning

getthenationlearning.org.uk



Overview

We're delighted to offer your organisation the opportunity to help lead the Get the Nation Learning campaign by becoming *the* headline sponsor.

Available for £75,000 + VAT per year, or £150,000 + 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.

As changes in technology leave us all needing new skills and know-how for life inside and outside of work, levels of learning cannot continue to languish.

It's time to turn the tide. It's time to get the nation learning.





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, Sellafield, 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.

You can locate your organisation at the head of this fast-growing movement by acting as *the* co-branded headline sponsor. You will benefit from the opportunity to shape core messaging and feature prominently at high profile events such as Get the Nation Learning Week and the Get the Nation Learning Awards. As well as boosting the visibility of your work on lifelong learning, the campaign can help you increase your impact and influence with key stakeholders.

Headline partner: lifelong learning champion £75,000 + VAT (Only one available)

- You will be listed alongside L&W as the headline sponsor for the campaign
- You will have a leading voice in all press and media opportunities and coverage
- You will have a speaking slot at the Get the Nation Learning Awards and will be prioritised for other speaking opportunities attached to the campaign
- You will join the judging panel for the Get the Nation Learning Awards
- Your branding will feature prominently on all digital and physical assets, including the campaign website, press releases, leaflets, banners, and briefings
- You can add new and existing resources and articles to the campaign website
- You will receive discounted rates for further sponsorship of award categories and the 2026 Adult Participation in Learning Survey

This position can be secured on a three-year contract for £150,000 + VAT.



Get in touch

L&W can also create a bespoke sponsorship offer by 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.