



## Sponsor an award category at the biggest celebration of lifelong learning in England

[getthenationlearning.org.uk](https://getthenationlearning.org.uk)



## Overview

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

Four categories are available:

- Healthier Futures Award
- Talent is Everywhere Award
- Stronger Communities Award
- Regional Growth Award
- New Directions Award

Available for £12,000 + VAT per year, or £25,000 + 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, 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.

Sponsoring a Get the Nation Learning Award category 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.

## **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.

**New Directions Award:** As working lives get longer, lifelong learning needs to both be and feel possible for everyone, particularly for those lacking confidence and essential skills. Too many people lack the essential skills for life and work, and feeling too old is the most common barrier to learning. That's why this award celebrates learners who have taken a first step or new direction in their career or re-entered the world of work.

## **Award category sponsor**

### **£12,000 + VAT**

- 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 your award category and winner
- You will present the award to the winner at the ceremony and have the opportunity to share a few words on how it relates to the work of your organisation
- You will receive a place on the awards selection panel
- You will have the chance to shape a case study promoting the good practice identified in your winner's story
- 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 £25,000 + 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](mailto:emily.jones@learningandwork.org.uk).

