



Sponsor the Get the Nation Learning Awards

The biggest celebration of
lifelong learning in England

getthenationlearning.org.uk



It's time to Get the Nation Learning

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.

This is why Learning and Work Institute launched the Get the Nation Learning campaign, because when adults learn our society and economy thrive. This exciting new campaign builds on our 30-year legacy of running adult learning campaigns in England and Wales to celebrate the benefits of lifelong learning.

Position your organisation at the heart of the movement

Over 200 supporters have joined the movement, including the likes of Channel 4, Age UK, and The British Army.

The Get the Nation Learning Awards sit at the heart of the campaign, providing an opportunity to celebrate people and organisations leading the charge when it comes to lifelong learning. Winners from last year included BBC Studios, Manchester City Council, and Ed Balls.

The biggest celebration of lifelong learning in England is set to get even bigger in 2026, with over 150 delegates due to attend the ceremony on 4 November, taking place at the heart of Get the Nation Learning Week.

We're delighted to offer the following sponsorship opportunities.

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

Headline sponsor

£20,000 + VAT

- Your name and logo will feature prominently on all digital and physical assets related to the awards – including webpages, marketing, social media 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 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 receive discounted rates for further sponsorship opportunities around the campaign and the Adult Participation in Learning Survey

This option can be secured for three years at the discounted rate of £15,000 + VAT per annum.

Delegate badges

£2,500 + VAT

An opportunity to have your logo feature prominently on each of our delegates' two-sided badges. Include a short message on the reverse along with your social media handles to encourage delegates to stay in touch.

Exhibition stand

£1,500 + VAT

Secure a stand at the awards ceremony to mingle with delegates and promote your organisation.

We have a limited number of stands, and they will be allocated on a first come, first served basis.



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.

