

# national apprenticeship week

*It's all in your hands*



**Sponsorship  
Prospectus**

Proudly presented by



# National Apprenticeship Week Australia Sponsorship

National Apprenticeship Week Australia (NAWA) is an annual observance week that seeks to advance the awareness and importance of apprenticeships as a career pathway into skilled trades and non-trade disciplines.

NAWA has been observed for well over a decade internationally and was introduced in Australia by MIGAS Apprentices & Trainees - an employer of apprentices for 35 years.

Sponsorship of NAWA provides an exceptional platform for brands to connect with major players in the trade sector and develop a narrative around supporting the training, employment and growth of Australia's skilled workforce.

**National Apprenticeship Week Australia is observed annually in the second full week of February.**

[nationalapprenticeshipweek.com.au](http://nationalapprenticeshipweek.com.au)





## Major Campaign Activation

Give a Shout is the major campaign activation taking place over the course of National Apprenticeship Week Australia.

Across Australia we ask employers to down-tools, and take a moment to show appreciation to apprentices and trainees in their workplace.

It's all about encouraging and acknowledging the efforts of those just starting out on their trades career, and showcasing that your workplace is inclusive, supportive and apprentice friendly.

**Give an apprentice or trainee at your workplace a shout-out.** Whether it's a toolbox talk or pre-start huddle, point out their efforts. Good old-fashioned encouragement goes a very long way.

**Shout them a coldie or coffee at knock-off.** Make time for a chat to share some of your experiences or advice about the job over a brew.



**HERE'S CHEERS! MIGAS POPPED UP ON CAMPUS AT TAFE QUEENSLAND DURING 2023 TO GIVE A SHOUT TO APPRENTICES IN TRAINING**

# Platinum Sponsorship

## Annual Investment

**\$25,000 + GST**

Position your brand as a leading employer of choice to the Australian trades sector and trades related industries.

Platinum sponsorship is exclusive to one partner and offers national coverage and association with all National Apprenticeship Week Australia activities and campaign initiatives.

## KEY INCLUSIONS

- Acknowledgement as exclusive Platinum Partner on all NAWA promotional materials
- Dedicated landing page on the NAWA website to tell your brand story
- Logo placement on annual NAWA campaign program
- Feature article included in the March edition of HQ Magazine
- Physical signage at programmed Give a Shout pop up events and/or branded pop up at selected events
- Opportunity to include promotional message to MIGAS apprentice and/or host database via eDM
- Inclusion of promotional item or marketing collateral in Give a Shout showbags
- Video message included on NAWA website
- Social media mentions and tags with each post across all platforms
- Naming rights of a unique category award for the MiScholarship Program awarded annually during NAWA

 **SOCIAL MEDIA**

 **DIRECT MARKETING**

 **EVENTS**

 **WEBSITE**

 **PUBLICATIONS**

 **BRANDED STORY TELLING**

 **AWARD NAMING RIGHTS**

 **BRAND POSITIONING**

# Gold Sponsorship

## Annual Investment

**\$15,000 + GST**

Achieve strong brand reach through a broad range of integrated marketing channels to showcase your association with, and deep support for, the apprenticeships sector.

Gold sponsorship is limited to up to two partners and offers national coverage and association with all NAWA campaign initiatives.

## KEY INCLUSIONS

- Acknowledgement as Gold Partner on all NAWA promotional materials
- Dedicated landing page on the NAWA website to tell your brand story
- Logo placement on annual NAWA campaign program
- Inclusion of promotional item or marketing collateral in Give a Shout showbags
- Social media mentions and tags with each post across all platforms
- Logo inclusion in [HQ Magazine](#) NAWA wrap up article
- Logo inclusion on Give a Shout event banners

 **SOCIAL MEDIA**

 **BRAND POSITIONING**

 **WEBSITE**

 **PUBLICATIONS**

 **BRANDED STORY TELLING**

 **EVENT SIGNAGE**

# Bronze Sponsorship

## Annual Investment

**\$8,500 + GST**

Complement your marketing and digital tactical plans with a highly targeted sponsorship that places your brand in the mix of Australia's leading observance week for the trades sector.

Bronze sponsorship is limited to up to four partners and offers national coverage and association with selected campaign initiatives.

### KEY INCLUSIONS

- Acknowledgement as Bronze Partner on all NAWA promotional materials
- Logo placement on annual NAWA campaign program
- Logo placement and link on NAWA website
- Social media mentions and tags with each post across all platforms
- Logo inclusion in HQ Magazine NAWA wrap up article
- Logo inclusion on Give a Shout event banners

 **SOCIAL MEDIA**

 **EVENT SIGNAGE**

 **BRAND POSITIONING**

 **WEBSITE**

 **PUBLICATIONS**

## SUPPORTER OPTIONS

### **MEDIA SPONSOR**

Provide in-kind advertising and media coverage of National Apprenticeship Week to help us get the word out. Talk to us about tailored contra benefits or brand activations.

### **GIVE A SHOUT SHOWBAG SPONSOR**

Showcase your products to a highly targetted audience at pop-up events for apprentices around Australia.

### **CERTIFIED NAWA SUPPORTER**

Get on board with NAWA with a cost effective sponsorship option providing direct exposure for your brand.

### **GET ON BOARD**

We're up for (almost) anything, so get in touch to discuss a tailored sponsorship package that complements your strategic marketing efforts and really gives you bang for your buck.

### **CONTACT**

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