



2026 OPPORTUNITIES



COLLABORATION IS KEY STRENGTHENING THE APPRENTICESHIP ECOSYSTEM

Creating impactful and engaging events and communities, that promote and celebrate talent, apprenticeships, learning, development, diversity, inclusion, and social mobility in the skills sector.



Connecting Future Talent with Employers, Providers and opportunities Nationwide

THE FESTIVAL OF APPRENTICESHIPS IS FOR EVERYONE WHO WANTS LEARN MORE ABOUT APPRENTICESHIPS.

Our events are primarily aimed at 16 - 24 year olds looking for future career opportunities. The campaign will also target key career influencers such as Teachers, Parents and Carers. Through our partner networks we will be reaching out to Schools, Colleges, Independent training providers and Community Groups, sharing content online and at the event.



20,000+ STUDENTS REACHED ONLINE



10,000+ ATTEND IN PERSON ACROSS ALL EVENTS



150+ EMPLOYERS & LEARNING PROVIDERS EXHIBITING



500+ SCHOOLS & COLLEGES ENGAGED



100+ COMMUNITY GROUPS ENGAGED



MANCHESTER

Wednesday 1st July 2026

MMU Business School



**Manchester
Metropolitan
University**

ONLINE

National Apprenticeship Week 2026

9th to 13th February 2026



LONDON

Wednesday 14th October 2026

Kia Oval Stadium

EST 1892

LSBU



BIRMINGHAM

Friday 16th October 2026

Millennium Point



Headline Sponsorship – £25,000 + VAT per annum

As headline sponsor, your organisation will be positioned at the heart of the Festival of Apprenticeships, the UK's flagship event showcasing apprenticeships and career opportunities.

Package Inclusions:

- **Brand Association:** Festival of Apprenticeships in partnership with “Your Brand”.
- **Visibility Across Campaign:** Your logo featured alongside the festival logo across all branding, marketing, and promotional activity (pre-event, at-event, post-event).
- **Marketing & Media:**
 - Prominent placement on website and across all social media platforms for 12 months.
 - Video and editorial features spotlighting your organisation throughout the campaign.
 - Full-page advert and editorial in Careermag (Festival edition) plus front-page branding.
- **Event Presence:**
 - Large, premium-position exhibition stand at each of the 3 in-person shows (Manchester, London, Birmingham).
 - Opportunity to present at all events.
 - Opportunity to invite up to 10 partners to exhibit alongside you.
 - National Apprenticeship Week: 3 exclusive slots during the online careers event series.



University Sponsorship – £15,000 + VAT per annum

With universities now playing a big part in the apprenticeship sector, we are partnering with a host university in each of our regional events. This is an opportunity for a leading university in that region to promote themselves as the go-to university for apprenticeships.

As a University Host, you get your brand promoted across all branding, marketing, and promotional activity of the event. This includes visibility pre-event, at the event and post-event.

- You will be listed as the official event host for that regional event.
- Your logo and accreditation will be present throughout all advertising and marketing campaigns of the regional event in print and online, including dedicated website and on all social media platforms.
- Video and editorial promotion of your organisation throughout the campaign from start to finish. Full page advert and editorial in the Careermag festival edition.
- A large stand at each of the shows in a prominent position at the event along with 10 complimentary partner stands (to invite employer partners to exhibit with you).
- An opportunity to have a speaking slot as well as address the audience at the post-event networking reception.

Zone Sponsorship – £10,000 + VAT per annum

Sponsor one of our Event Features, and get your brand promoted across all branding, marketing, and promotional activity of the event. This includes visibility pre-event, at the event, and post-event.

- You will be listed as the Zone Sponsor for all events as well as the zone.
- Your logo will be present throughout all campaigns promoting the zone in print and online, including dedicated website and on all social media platforms.
- A prominent stand at the event, as well as the zone at the event being branded with your logo and accreditations.
- Opportunity to deliver activity taking place at the zone.
- Video and editorial promotion of your organisation throughout the campaign from start to finish, as well as content promoting the activity post-event.
- Full page advert and editorial in the Careermag festival edition.

Individual Packages

ONLINE ONLY – £750 + VAT

TAKE PART IN OUR ONLINE EVENT AND DELIVER A 30 MINUTE PRESENTATION TO OVER 10,000 POTENTIAL APPRENTICES. OVER 20 SLOTS AVAILABLE THROUGHOUT THE WEEK FROM 12PM TILL 2PM EVERY DAY.

- 30 Minute Presentation at our online NAW Event
- Your company profile and logo on our website and event guide.

STAND ALONE – £1,000 + VAT (PER EVENT)

EXHIBIT AT ANY OF OUR IN PERSON EVENTS TO PROMOTE YOUR APPRENTICESHIP AND EARLY CAREERS OPPORTUNITIES. OUR STAND ALONE PACKAGE INCLUDES THE FOLLOWING:

- A trestle table and two chairs.
- FREE 30 minute ONLINE webinar Session

STAND & SPEAK PACKAGE – £1,500 + VAT

IN ADDITION TO OUR STAND ALONE PACKAGE YOU HAVE THE OPPOTUNITY TO SPEAK AT OUR EVENTS:

- 20 minute session on our mainstage for one of your apprentices, this will be professionally recorded, edited and shared online.
- FREE 30 minute ONLINE webinar Session

STAND, SPEAK, ADVERTISE PACKAGE – £2,500 + VAT

IN ADDITION TO ALL THE BENEFITS IN OUR STAND & SPEAK PACKAGE YOU HAVE ACCESS TO MORE ADVERTISING OPPORTUNITIES:

- Full page advert in the Careermag festival edition, distributed to schools and colleges across the country as well as over 10,000 given out at our events

***A discretionary discount is available for organisations exhibiting at multiple locations.**

APPRENTICESHIP BRANDING

CONFERENCE

Powered by Pathway Group

INCLUDE

Building and Empowering Brands that Connect

apprenticeshipbranding.co.uk

JUNE 2026

MILLENNIUM POINT, BIRMINGHAM

Join the movement redefining how apprenticeships are seen, shared, and celebrated. INCLUDE is a bold, forward-thinking industry conference, powered by the Multicultural Apprenticeship & Skills Alliance and ThinkFest, bringing together leaders and changemakers to explore how powerful branding can attract, engage, and inspire the next generation of talent.

Hear from renowned experts and influential voices in branding, recruitment, and skills development as they share innovative strategies to help organisations stand out, connect authentically, and empower diverse talent to thrive.

Whether you're a senior leader in FE or HE, or part of a corporate HR, Early Careers, or Skills Development team, this is your opportunity to gain fresh insights, spark new collaborations, and shape the future of apprenticeships.

Together, we'll drive growth, boost participation, and elevate apprenticeship opportunities across every sector.

280 +

Conference Guests

120 +

Employers

20 +

EPAOs

30 +

Apprenticeship
leading experts

80 +

Learning
Providers

20 +

Sector Support
Organisations

20 +

Exhibitors

30 +

Apprentices

10 +

Others

Headline Sponsorship – £15,000 + VAT per annum

- Conference in partnership with your brand.
- Logo and Branding on all pre and post marketing activity.
- Logo and Branding on all screen content throughout the conference.
- 5 minutes introduction speech to audience at the conference.
- 30 minute sponsored session.
- Opportunity to put a member of your team forward to Host.
- Premium exhibition stand.
- 20 Free tickets to the conference for staff, stakeholders or customers.

Supporting Sponsorship – £10,000 + VAT per annum

- Conference sponsored by your brand.
- Logo and Branding on pre and post marketing activity.
- Logo and Branding on screens throughout the conference.
- Sponsored breakout session.
- Exhibition stand at the Expo.
- 10 Free tickets to the conference for staff, stakeholders or customers.

Apprentice Meetup Sponsorship – £8,000 + VAT per annum

- Conference sponsored by your brand.
- Sponsored Post Conference Apprentice Meet Up.
- Sponsored organisation Introduction Session.
- Logo and Branding on pre and post marketing activity.
- Logo and Branding on screens throughout the conference.
- Exhibition stand at the Expo.
- 10 Free tickets to the conference for staff, stakeholders or customers.

PREMIUM EXPO STAND PACKAGE – £1,500 + VAT

- Trestle Table stand at the Expo.
- 5 Free Tickets to attend Conference.
- Advert in Conference & Expo Brochure.

Standard Expo STAND PACKAGE – £1,000 + VAT

- Trestle Table stand at the Expo.
- 3 Free Tickets to attend Conference.



Recognising outstanding Apprentices, Employers & Providers paving the way for diversity in the sector

THE MULTICULTURAL APPRENTICESHIP AWARDS AIMS TO SHOWCASE TALENT AND DIVERSITY WITHIN BRITISH MULTICULTURAL COMMUNITIES, THROUGH THE CELEBRATION OF THOSE WORKING HARD TO BREAK DOWN BARRIERS, CHALLENGE THE NORM AND OVERCOME ADVERSITY TO ACHIEVE THEIR GOALS THROUGH APPRENTICESHIPS.

The Multicultural Apprenticeship Awards Aims to:

- Inspire excellence
- Share best practice
- Showcase apprenticeship talent
- Create role models
- Provide a platform for apprentices
- Dispel apprenticeship myths
- Create accountability for employers

Over the last 10 years we have engaged with:

**3,000 +
Apprentices**

**100+
Learning
Providers**

**300+
Schools**

**500+
Employers**

**50+
Universities**

2016



2017



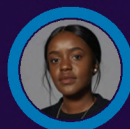
2018



2019



2020



2021



2022



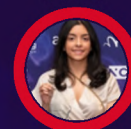
2023



2024



2025



Category Sponsorship – £8,000 + VAT per annum

The Awards celebrate excellence, diversity, and inclusion in apprenticeships, attracting national recognition and wide sector engagement.

Package Inclusions:

- **Pre-event:**

- Logo and accreditation across all marketing channels, awards website, and social media alongside your chosen category.
- Opportunity for a representative to join the judging panel or act as an ambassador.
- Editorial features and promotional videos encouraging nominations for your category.
- Attendance at the launch party with key stakeholders.
- Brand promotion during nominations and shortlist announcements.

- **During the Event:**

- A table of 10 at the prestigious awards dinner.
- Category sponsorship with your logo on screen during the award presentation.
- Opportunity to present your sponsored award live on stage.
- A4 advert in the awards programme plus logo and accreditation across event media.
- Opportunity to exhibit during the drinks reception.





Building an inclusive skills ecosystem through collaboration and advocacy A platform for driving equity, inclusion, and progression within apprenticeships and skills.

Annual Membership £6,000 + VAT per annum

Be part of a national coalition driving forward diversity, equity, and inclusion in apprenticeships and skills.

Membership Benefits:

- Complimentary access to the Multicultural Apprentice Network, Apprenticeship Diversity & Social Mobility Forum, and exclusive career events.
- Promotion of your organisation via social media, blogs, podcasts, conferences, and publications.
- Advocacy support with regional and national policymakers.
- Quarterly patron meetings and DEI workshops.
- Collaboration with employers, providers, and FE colleges on representation in the workplace.
- Access to expert advice and guidance on DEI strategies.
- Ability to advertise apprenticeship and career opportunities.
- Quarterly newsletters featuring your content, events, and achievements.
- Contribution to shaping strategic direction through data, evidence, and lived experience.



We Work with Over 100 Organisations



THiNKFESTTM

Powered by Pathway Group

Meet the Team



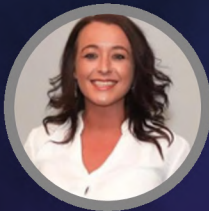
Safaraz Ali
Founder



Kasim Choudhry
Events Director



Sharon Walpole
Interim Head
Judge



Michelle Hogg
Events Organiser



Suneal Ram Kissun
Head of Community
Engagement



Ayesha Ali
Events Administrator



Martin Chandler
Chief Engagement
and Enrichment Officer



Brad Edwards
Director of Media
and Communication



Luke Markham
Digital Engagement
Assistant

To discuss any of our opportunities please feel free to email
Kasim.Choudhry@pathwaygroup.co.uk for find out we can support you.