

Basildon Skills Show Sponsorship 2025

What is Basildon Skills Show?

- The Basildon Skills Show is an annual event that aims to help young people make informed decisions about their next career steps and raise the profile of opportunities available in and around Basildon.
- The Basildon Skills Show is the only large-scale careers fair of its kind in Basildon, bringing together all types of industry sectors, along with Further and Higher education opportunities. Basildon Council's Economic Development team have strong relationships with local secondary schools and colleges, and have established a steering group to work collaboratively to organise, and ensure the success of the event.
- This year, the Basildon Skills Show – which has traditionally targeted years 10 to 13 will run from 9am to 6pm, with morning sessions dedicated to school groups aged 14 to 19, and an afternoon session open to all. The event will have a strong focus on the current, and future growth sectors. This year's event will be hosted at Basildon Sporting Village to support a larger, more accessible event than ever before.
- The Basildon Skills Show is ideal for local training providers and firms looking to recruit early career talent, to reach into the education system and gain access to a range of young people and to inspire them into their chosen career.

Why sponsor?

- Sponsorship income has traditionally helped to sustain the event. In 2024, 1,600 residents attended the Basildon Skills Show, meeting speakers from a range of sectors to gain invaluable advice and support. It's an opportunity for stallholders and sponsors to speak directly to their future talent pipeline. In fact, in 2024 92% of attendees said the event helped them know more about local employment, education or apprenticeships in a post-event survey
- This type of event simply would not be possible without the support of our partners.
- As well as securing a premium spot at the Basildon Skills Show, this years' sponsors will also have access to substantial, exclusive market reach and research, being able to target the attendees of the Skills Show with a bespoke email message (delivered by Basildon Council), and the opportunity to appear in the Skills Show video which will be created at the Skills Show 2025.
- Sponsors will also have the opportunity for fantastic additional brand awareness, through the various event marketing channels detailed overleaf

Plans for 2025

We have big plans for the event:

- A 'light touch' steering group with sponsors and key partners, to maximise promotional opportunities.
- Vocational Profiling, enabling young people to spend time talking to employers that match their vocational profile.
- Dedicated timeslots for schools during the day, to ensure employers and prospective employees can make the best use of the available time.
- Proposals for 'industry zones' to bring together exhibitors from similar sectors.
- Interactive exhibits to give young people a hands-on experience related to the employer's area of business, with award for 'Best Exhibitor' up for grabs.
- A questionnaire to encourage attendees to talk to stallholders, with a prize draw for submissions.

Interested to find out more?

If you are interested in finding out more about sponsorship, please contact Sarah Clark by emailing sarah.clark@basildon.gov.uk or calling 01268 206723

Gold Sponsorship £2000

- Identified as the **main event sponsor** with company logo to be added prominently to all the event marketing including promo flyer, floor plan, brochure etc.
- A **profile of your business** in the event brochure, which is emailed to every skills show attendee
- A place on the Skills Show Steering Group, helping to guide the event and maximise promotional opportunities
- Mention in the Basildon Business Newsletter and Basildon Council resident's digital newsletter as the main sponsor, reaching over 40,000 residents
- **First choice of stall location and 2 free stalls**
- A feature spot on Essex Opportunities and any current job vacancies will be shared through Pathways our employability centre
- A **feature as main sponsor on the Basildon Skills Show video**, produced on the day
- An opportunity to add a key marketing question to the feedback form
- A speaking slot on Gateway 97.8

Silver Sponsorship £1500

- Featured as event sponsor with company logo to be added prominently to all the event marketing including promo flyer, floor plan, brochure etc.
- A **profile of your business** in the event brochure, which is emailed to every skills show attendee
- A place on the Skills Show Steering Group, helping to guide the event and maximise promotional opportunities
- Mention in the Basildon Business Newsletter and Basildon Council resident's digital newsletter as a sponsor, reaching over 40,000 residents
- **A free stall**
- A feature spot on Essex Opportunities and any current job vacancies will be shared through Pathways our employability centre
- A **feature as a sponsor on the Basildon Skills Show video**, produced on the day
- An opportunity to add a key marketing question to the feedback form
- A speaking slot on Gateway 97.8

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