

**NATIONAL  
CAREERS  
WEEK**

**YOUR  
FUTURE  
EMPLOYEES**



 **RBS**

# ABOUT NCW

National Careers Week 2017 was a huge success, with over 1 million students (Primary, Secondary and Post-16) engaging in careers education. We are currently hard at work ensuring we achieve our ambitious targets for 2018 with the development of headline events, online activity, innovative resources, visual content and bespoke sponsor-awareness campaigns.

## Why Sponsor?

Sponsoring NCW2018 allows our supporters to cost-effectively engage with the next generation of fabulous employees, empowers a diverse approach to the whole recruitment process and promotes a positive, brand image on an unprecedented scale. Last year, we showcased the job opportunities, brand and operations of our sponsors to over 1600 schools, 350 FE colleges and 90 Universities (1 million students), utilising a wide range of media, activities and events to deliver real impact. If you would like to contribute towards solving the skills gap, target your future generation and help us in ensuring Careers Education Information and Guidance is a driver of change within society, improving life choices and empowering people to take control of their own future, please take a look at our major sponsorship opportunities in this booklet.

## WHAT?

National Careers Week is driven to improve the life chances and social mobility of those that need it most.

## HOW?

We will achieve this by continuing to work with all stakeholders responsible for addressing the issue of quality CEIAG provision in the UK.

## WHY?

To support all to understand, realise and fulfil their career goals.

# ABOUT NCW

*Careers education can be vital to helping children choose the right path in life. The support National Careers Week provides schools is really valuable, so I would encourage school leaders and children alike to get involved and find out more.*

**SEAN HARFORD HMI,**  
National Director, Education, Ofsted

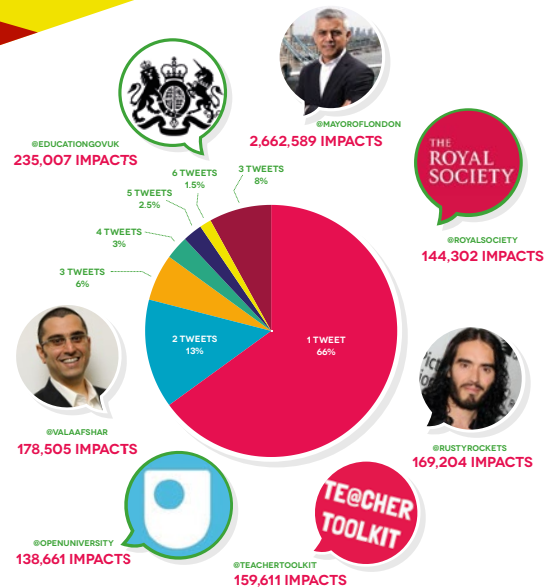
# THE ONLINE BUZZ



POTENTIAL IMPACTS\*:  
**93,176,565**

NO. OF UNIQUE USERS REACHED:  
**13,456,507**

PEOPLE THAT PARTICIPATED:  
**4,401**



There was an unprecedented amount of online activity during NCW 2017. However, we don't want you to just take our word for it, see for yourselves!

## TOTAL INDIVIDUAL VISITORS

MONTH	TOTAL VISITORS
APRIL 2016	7,762
MAY 2016	7,567
JUNE 2016	8,524
JULY 2016	5,803
AUGUST 2016	4,926
SEPTEMBER 2016	5,733
OCTOBER 2016	7,532
NOVEMBER 2016	7,471
DECEMBER 2016	8,528
JANUARY 2017	11,554
FEBRUARY 2017	13,634
MARCH 2017	10,902

# 99,936

## TOP HASHTAGS

#ncw2017

16,349

#naw2017

2,046

#Careers

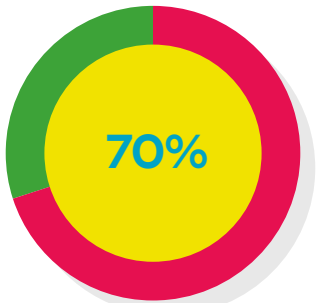
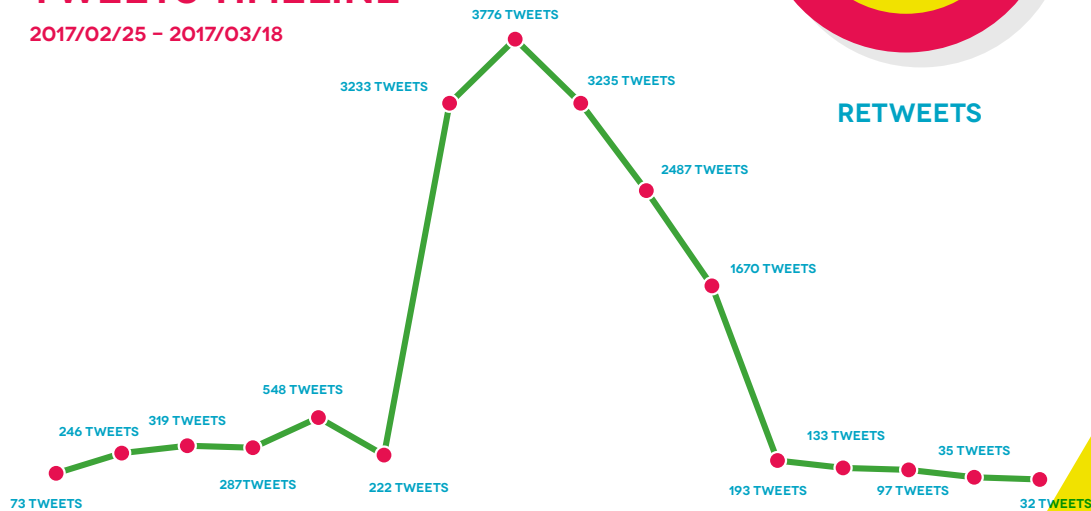
1,304

#Ceiaag

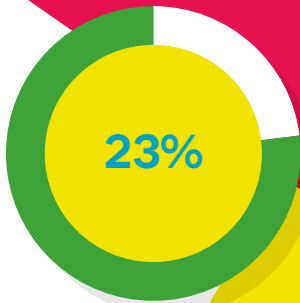
484

## TWEETS TIMELINE

2017/02/25 - 2017/03/18



RETWEETS



LINKS/IMAGES

# SPONSORSHIP OPPORTUNITIES AVAILABLE

*"It's vital young people get to experience workplaces and access high level careers advice. Job titles and functions which appear on adverts or job descriptions don't always accurately describe what a job actually is or indeed the workplace culture that the employer may provide. This is where employers need to step-up and engage with schools and colleges."*

**PHIL JONES MBE**  
Managing Director, Brother UK



 \*NCW 2017 Headline events

## TIER 1: DAILY SPONSOR

- One day during NCW, themed and branded to the individual organisation - promoted heavily through all channels
- 4 Tweets per day during NCW (a reach of 13 million users in 2016)
- Dedicated web page about your organisation (2.7 million hits in 2016)
- Double page spread: 'How To' E-Zine, prior to NCW
- Double page advert: NCW Report (12,600 resource downloads)
- Dedicated careers message (e-shot) to over 2,500 subscribers

WE WILL BE OFFERING FURTHER BOLT ONS WHICH HAVE YET TO BE FINALISED BUT WILL INCLUDE EXTRA TWITTER CONTENT, SPONSORING OF AWARDS & COMPETITIONS ETC.



WORTH  
**£6,700**  
REDUCED  
**£5,000**



## TIER 2: DAILY SPONSOR

- 4 Tweets per day during NCW (a reach of 13 million users in 2016)
- Dedicated web page about your organisation (2.7 million hits last year)
- Full page advert: 'How To' E-Zine, prior to NCW
- Full page advert: NCW Report (12,600 resource downloads)
- Dedicated careers message (e-shot) to over 2,500 subscribers



WORTH  
**£4,400**  
REDUCED  
**£3,750**

## TIER 3: DAILY SPONSOR

- Dedicated web page about your organisation (2.7 million hits last year)
- Half page advert: 'How To' E-Zine, prior to NCW
- Half page advert: NCW Report (12,600 resource downloads)
- Shared careers message (e-shot 1:4) to over 2,500 subscribers



WORTH  
**£2,200**  
REDUCED  
**£1,950**

# SOCIAL MEDIA

A) 4 tweets per day during NCW2018 - £875

B) 2 tweets per day during NCW2018 - £495



# NCW OFFICIAL WEBSITE

A) Dedicated web page  
about your organisation

(Copy provided) - £950

B) Published Guest Blog - £500





# NCW2018 HOW TO E-ZINE



- A) Advertorial (double page spread) - £1450
- B) Full page advert - £795
- C) Half page advert - £425

# NCW2018 REPORT



- A) Double Page advert - £1450
- B) Full Page advert - £795
- C) Half Page Advert - £425

# NCW2018 E-NEWSLETTER



A) Dedicated Careers Message to database - £950

B) Shared Careers Message to database (1: 4) - £325

WE BELIEVE IN  
**THE POWER**  
**OF CEIAG\***  
AS A DRIVER  
**OF CHANGE WITHIN**  
**SOCIETY, IMPROVING**  
**LIFE CHOICES**  
AND EMPOWERING PEOPLE  
**TO TAKE CONTROL**  
**OF THEIR OWN**  
**FUTURE**



\* Careers Education, Information, Advice and Guidance





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