

# 2022 SPONSORSHIP OPPORTUNITIES

futures4students

**CAREERS JAM**

virtual careers fair by F4S

**TUESDAY 3RD MAY 2022**

# 2021 EVENT OVERVIEW

**1197**

students from  
over 100 UK  
locations attended



**28**

virtual booths  
for educators  
& prospective  
employers



**29**

business leaders  
& peers in panel  
discussions &  
workshops



**6**

hours of content on  
sustainable & digital  
careers, innovation  
& career pathways



**11** workshops and panel  
discussions

**473** further post-event  
attendees

**57%** of attendees were 16-25

**52%** of attendees were either in  
secondary school or a college  
student

# 2021 EVENT OVERVIEW

**53%** of students and  
**64%** of educators  
said the Careers Jam  
gave them/their  
students a better  
understanding of their  
future career options.

**88%** of students and  
**100%** of educators  
rated the event  
'Excellent', 'Very Good'  
or 'Good'.

## STUDENT FEEDBACK

*"It was insightful and helped me think about the aspects of choosing a career that I hadn't thought of before."*

*"I found out about more opportunities and I'm going to look into them more."*

## EDUCATOR FEEDBACK

*"It was accessible to pupils who cannot access school, so helped with our employer engagement for our most at risk pupils."*

*"Schools far from major towns and cities really struggle to get employer engagement and particularly the sort of global game changers you were able to attract. Any employer engagement makes a difference to a young person's positive destination chances. This event was invaluable. Especially for non attending pupils."*

# LOOKING FORWARD TO 2022

**WHEN**

**Tuesday 3rd May 2022** - with platform including session recordings and stands available on demand until September.

**WHERE**

**Online at [www.f4scareersjam.com](https://www.f4scareersjam.com)** and accessible to every young person, educator and parent for free across the UK.

**WHO**

**A diverse audience of 16-24 year olds** seeking career guidance and opportunities including; school & college students/leavers, university students/graduates and those seeking employment or training. Content is also relevant for Educators, Career leaders and Parents.

**WHAT**

**A day of learning and networking for young people**, including:

- Interactive live panel sessions and workshops providing career guidance
- Exhibitor zones where students can interact with employers and further education institutions providing information on their career opportunities, courses, apprenticeships and programmes.

# LOOKING FORWARD TO 2022

## WHY

The Covid-19 crisis has heavily impacted **11 million** young people's learning and careers education and **only 1 in 10** young people are confident they can find quality work where they live.

Opportunities for work experience have been scarce, apprenticeships and internships have not been offered as widely as usual, and youth **unemployment rates have been anticipated to rise by 163%.**

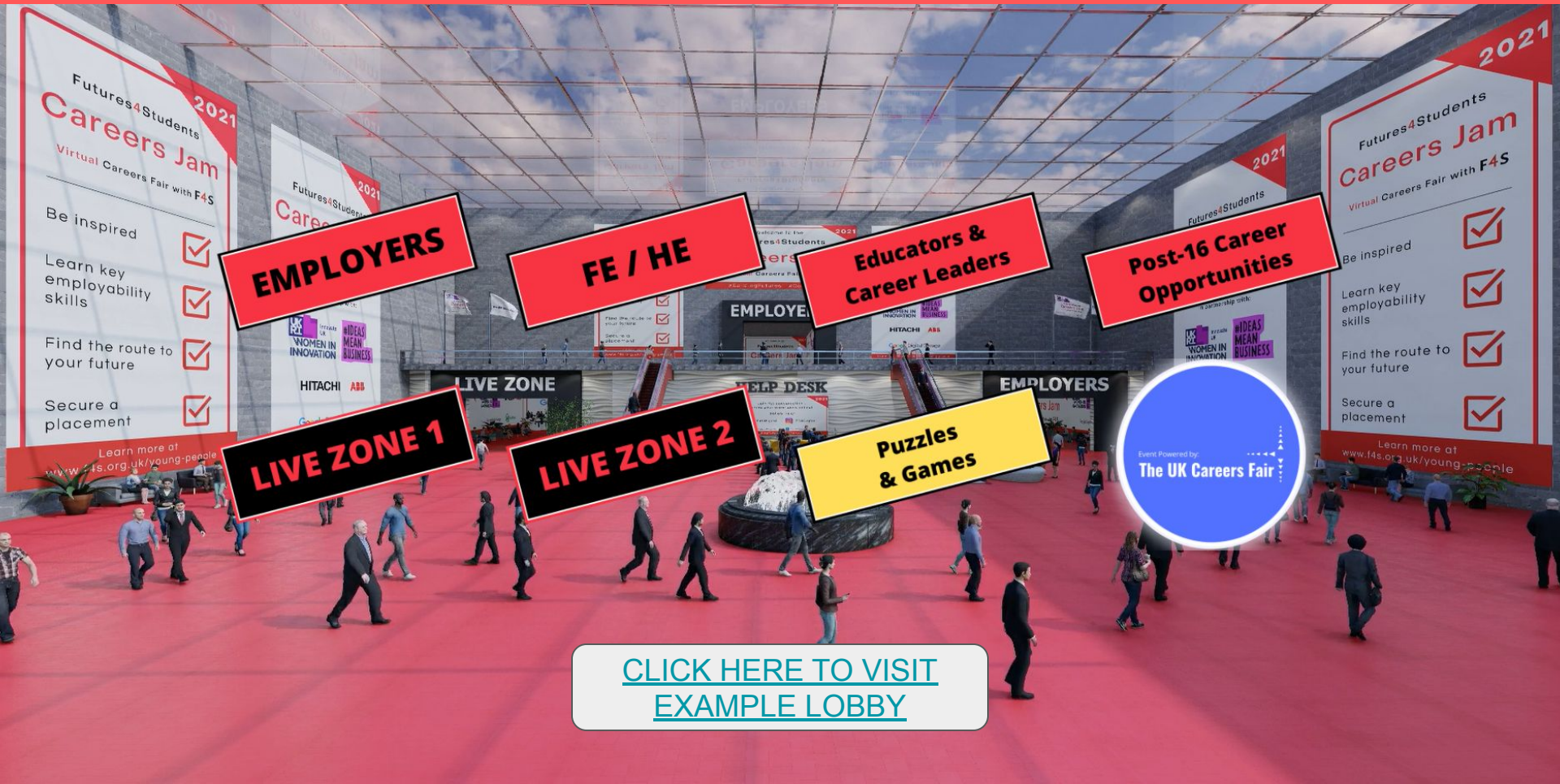
Join us for the Futures4Students Careers Jam to inform, inspire and support our emerging workforce, our future change makers, innovators and those who we will rely on to rebuild our economy.

Careers Jam will provide young people with the opportunity to:

- Directly interact with prospective employers
- Join practical workshops and live discussions with industry experts
- Learn about early career pathways including apprenticeships, internships and graduate schemes
- Feel informed and empowered about their transition to the workplace



# EXAMPLE LOBBY



# EXAMPLE BOOTHS IN EMPLOYER ZONE



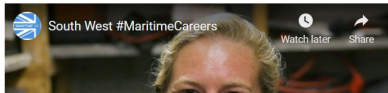
[CLICK HERE TO VISIT  
EXAMPLE BOOTH ZONE](#)

Simply click on an employers stand to enter their Virtual Booth 🐾

# EXAMPLE BOOTH



Maritime UK are the collective voice for the UK's maritime industries. We champion and work to enable a thriving maritime sector. We have a proactive Careers and Outreach programme and a great careers website <https://www.maritimeuk.org/careers/>



## Ask a Question

Enter your question below and we will pass on your question to the Employer. Be sure to check their stand for regular updates and answers.

Which company do you want to ask a question to? \*

Please type your question below:

Ask Question

## Useful Downloads:



MUK Careers Brochure

[Download](#)



MUK Apprenticeships

[Download](#)



Careers event in Glasgow on 1st Nov #COP26. If you work for a maritime  
[Read more](#)

MUKCareers  
October 26

♡ 5   [Comment](#)



Fabulous afternoon yesterday celebrating our @MaritimeUK Masters  
[Read more](#)

MUKCareers  
October 22

♡ 7   [Comment](#)



On 20 October our Careers professionals' CPD session will focus on  
[Read more](#)

MUKCareers  
October 4

♡ 3   [Comment](#)

[CLICK HERE TO VISIT EXAMPLE BOOTH](#)



# EXCLUSIVE HEADLINE SPONSORSHIP PACKAGE

**£20,000  
+VAT**

- Opportunity to host the opening keynote speech for all attendees
- Opportunity to host an exclusive panel discussion on a subject of your choice (subject to F4S approval) with up to 5 speakers from your organisation, with recording for further promo post-event
- Dedicated promotion of your panel discussion and other content pre, during and post event
- Prominent branding on Careers Jam platform landing page and throughout the platform
- Branding on all marketing pre, during and after the event via html & direct email and on social media
- Virtual exhibition stand with priority placement in your chosen Zone
- Complimentary advert in F4S newsletters sent to segmented audiences of students educators, parents and volunteers
- Detailed impact report post event
- Bespoke webinar for young people organised and promoted by F4S following Careers Jam on a subject matter of your choice i.e Innovation
- Priority repeat sponsor rights for 2023

We also Invite a senior rep to join [F4S Advisory Council](#) to support strategic decisions and impact.

# LIVE STAGE SPONSORSHIP PACKAGE

**£15,000  
+VAT**

- Opportunity to host/compere one of the two live stages on the day of the event
- Opportunity to moderate a live panel discussion (also recorded for post-event continued impact) on your industry/key area of interest
- Dedicated promotion of your live panel discussion
- Branding on Careers Jam platform landing page and throughout the platform
- Name check in the opening and closing keynotes for all attendees
- Company branding on all marketing pre, during and after the event via html & direct email and on social media
- Complimentary advert in F4S newsletters to circulation of c.8,000 educators, business professionals and parents
- Complimentary virtual exhibition stand with priority placement (see slide for full benefits)
- Opportunity for F4S staff to attend a company event to promote and share volunteering opportunities
- Detailed impact report post event
- Priority repeat sponsor rights for 2023

# EMPLOYER ZONE SPONSORSHIP PACKAGE

**£4,000  
+VAT**

- Prime placement of your virtual exhibition stand in the Employer Zone with separate branding banner 'Employer Zone Sponsor {insert your chosen industry i.e Energy, MarTech, Fintech}. See all associated benefits of a stand on next slide.
- Invitation to join one of the themed live panel discussions (opportunity to signpost students to visit your stand and promote opportunities such as apprenticeships)
- Branding throughout the Careers Jam platform
- Branding on marketing pre, during and after the event via html & direct email and on social media
- Dedicated promotion of your exhibition stand and content pre, during and post event
- Name check in the opening and closing keynotes for all attendees
- Detailed impact report post event
- Priority repeat sponsor rights for 2023

# EXHIBITION STAND

**£750  
+VAT**

- Virtual exhibition stand within your zone of choice (Employer, Further Education/Higher Education or Post-16 Opportunities) which will go live on the day of the event and remains accessible until the platform closes on 3rd September, which includes:
- ◆ Full company branding
  - ◆ Opportunity to provide information about your organisation and career opportunities through text, video, documents, buttons with hyperlinks, social media integration and app download links
  - ◆ Chat feature to speak to attendees on the day
  - ◆ Opportunity to upload unlimited new content, jobs and apprenticeship opportunities until 3rd September
  - ◆ Opportunity for students to book 1:1 sessions with you until 3rd September
  - ◆ Promotion of exhibition areas during and post-event by F4S via direct & html email to all attendees and via social media