

VITA™ Sponsorship Opportunities

Creating Powerful Partnerships to Inspire the Next Generation of Talent

This pack outlines opportunities to support VITA, from high-impact strategic partnerships to practical, accessible options for SMEs and individuals.

VITA is EmployabilityUK's innovative programme designed to build confidence, resilience, aspiration and workplace-ready skills through experiential learning, dynamic teamwork activities, and structured employability development. Each programme is enhanced through the EmployabilityUK Skills Passport (ESP), enabling learners to record and evidence their growth and achievements for life.

Sponsorship via a charitable donation directly funds places for young people who may otherwise miss out. Your investment helps to remove barriers, widen access, and strengthen the future talent pipeline across the West Midlands and beyond.

Programme Sponsor

Investment: £3,000–£15,000 (depending on type of programme)

Sponsor a full VITA programme, directly funding learner places and enabling delivery across all sessions and activities.

Benefits can include:

- Brand visibility across the programme and social media
- Invitation to attend/observe live sessions
- Opportunity to present a certificate or award
- Recognition on printed and digital materials
- Social value report outlining measurable impact

Learning Resources Sponsor

Investment: £1,500–£8,000

Support the tools and resources needed throughout the programme.

Includes funding for:

- Workbooks and learner materials
- AQA accreditation fees
- Practical equipment for tasks and challenges

Your organisation is acknowledged on resources and programme communications.

Equality & Inclusion Sponsor

Investment: £5,000+

Support the participation of young people facing disadvantage or barriers to engagement, ensuring VITA is accessible to all.

Benefits can include:

- Bespoke inclusion impact report
- Recognition as an inclusion partner in National Employability Week™
- Funding covers adaptations, support needs and accessibility resources

Sector Challenge Sponsor

Investment: £10,000 OR Venue plus £5,000

Fund a VITA programme aligned to your industry (e.g., Digital, Health, Creative, Construction, Professional Services, Logistics).

Benefits can include:

- Co-designed tasks reflecting real sector challenges
- Direct engagement with young people exploring your industry
- Employer branding on all sector-specific materials
- Priority access to future talent and insights

Digital Skills Passport Sponsor (ESP)

Investment: £10,000–£30,000

Support the enhancement of ESP, underpinning digital credentialling for every VITA learner.

Benefits can include:

- Logo featured inside the platform as a development partner
- Optional co-branded badge
- Influence over future feature development
- Insight data (non-identifiable) on learner skill trends

Team Sponsor (Single Cohort)

Investment: £3,000–£4,000

- Sponsor a team of 12 learners from a college, school or community organisation.
- Benefits can include:
 - Full funding for all team members
 - Branded team lanyards or identifiers
 - Recognition at the Grand Final
 - Opportunity to meet and encourage the team

Awards & Celebration Sponsor

Investment: £2,500–£5,000

Fund trophies, certificates and the Grand Final celebration.

Benefits can include:

- Naming rights for a key award (e.g., Outstanding Teamwork)
- Present the trophy at the Grand Final
- Branding on certificates and event materials

Food & Wellbeing Sponsor

Investment: £1,000–£3,000

- Ensure all learners receive refreshments and wellbeing support during the six-day programme.
- Benefits can include:
 - Recognition on welcome boards and social media
 - Direct contribution to an inclusive, supportive environment

Volunteer Partner (In-Kind)

Contribution: Staff Time

Mobilise your employees to support programme delivery, judging, coaching, or workplace activities.

Benefits can include:

- High-impact volunteering aligned to CSR/ESG goals
- Authentic engagement with local young people
- Full social value reporting for volunteer hours

Venue & In-Kind Partner

Contribution: Venues, licences, equipment or specialist expertise

Provide practical support that reduces delivery costs and maximises learner access. Offer workplace visits or space for activities and workshops.

Benefits can include:

- Recognition as an in-kind partner
- Increased visibility across programme delivery
- Demonstrable community investment through resource sharing

Skills for Work Sponsor – ‘Build Their Future’ Fund

Investment: £500+

A flexible and accessible option for organisations of all sizes.

Funds may support:

- Travel bursaries
- Specialist learning support
- Equipment needs
- Recognition or reward incentives

Benefits can include:

- Recognition as a ‘Build Their Future’ supporter
- Clear impact linked directly to learner needs

Regional Impact Sponsor

Investment: £20,000

Support delivery across a full borough, involving multiple colleges and community partners.

Benefits can include:

- Borough-wide recognition
- Co-branded regional impact dashboard
- Collaboration with local authorities and education leaders
- Strong regional social value footprint

Judging Partner

Investment: Integrated within other packages or £2,000 standalone

Become part of the judging panel at the Grand Final.

Benefits can include:

- VIP judging role
- Opportunity to address finalists
- High-profile visibility at the culmination of the challenge
- PR coverage across EmployabilityUK platforms

Founder Circle Sponsor (Premium)

Investment: £25,000+

A strategic, prestigious partnership demonstrating long-term commitment to improving youth outcomes.

Benefits can include:

- Prominent branding across all VITA communications
- Co-delivery opportunities with EmployabilityUK
- Reserved judging seat at all finals
- Priority access to VITA developments and future programmes
- Annual tailored impact report

Why Sponsor VITA?

- Directly funds life-changing opportunities for young people
- Strengthens your organisation's social value, CSR and ESG impact
- Builds a future-ready talent pipeline
- Charitable contributions may offer tax advantages for businesses, depending on their circumstances and HMRC guidelines
- Offers meaningful volunteering for staff
- Provides visibility across National Employability Week™
- Demonstrates commitment to inclusion, opportunity and community impact

Next Steps

To explore sponsorship, discuss a bespoke package, or secure your place as a 2026 partner, please contact:

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