



CDI
CAREER
DEVELOPMENT
INSTITUTE

CARNIVAL OF CAREERS

UK Career
Development
Awards 2025

Benefit from extensive marketing of the Awards

Sign-up early to maximise benefit from brand visibility across all promotion before and after the awards:

- Call for nominations (*Closes 3rd March 5pm*)
- Announcement of shortlisted entrants (*Mid April*)
- Promotion of awards dinner (*January to June*)
- Announcement of winners (*June/July*)
- Posting interviews with the winners (*July to September*)

Promotional activity includes:

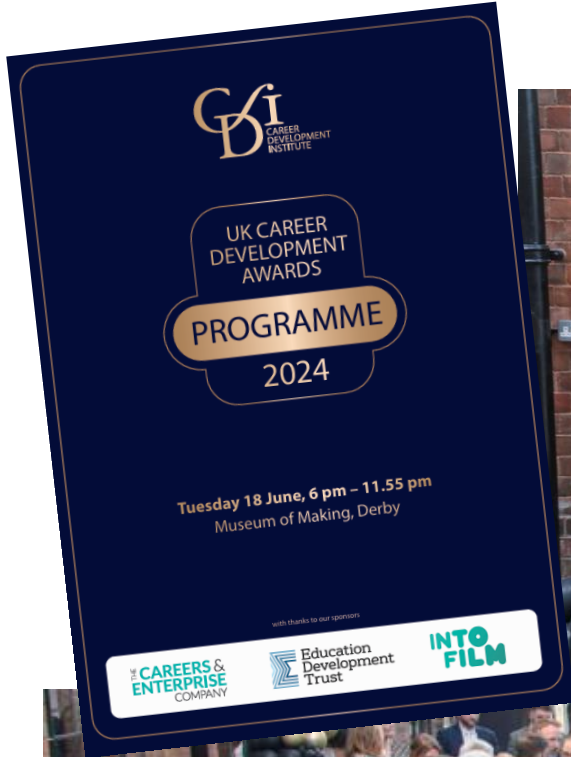
- Inclusion in an email campaign to promote the awards and participants
- Your company logo to feature as an awards sponsor on the website alongside listed nominees and awards winners, and their entries
- Your company logo to feature as an awards sponsor in an awards-focused article in Careers Matters Magazine (April edition). Print copies sent out to CDI members and digital magazine on website
- Promotion across CDI social channels: your support announced across our channels and logo showcased alongside sponsored awards category when mentioned (i.e. nominee announcements, short video interviews)
- Your company to be mentioned in pre and post event press releases announcing the shortlist and award winners
- Your company logo to feature in the awards event leaflet to be given out to all awards attendees
- An exclusive opportunity to network with thought leaders and colleagues from across the career development sector

*All marketing activity carried out at CDI's discretion.

This is a fantastic opportunity to show your support for the profession and reach the CDI's 5,000 members as well as the wider profession.

To discuss these opportunities, please contact Jen Ellin, Events & Commercial Manager at jen.ellin@thecdi.net

Career Development Awards 2024



The Royal National Hotel

- The UK Career Development Awards are being held this year on the **17th June** the night before our annual National Career Leaders Conference.
- As the Awards dinner is the night before the NCLC we are expecting good attendance, we are also using the same venue for both events.
- Last year we had 110 attendees at the Museum of Making. The Royal National Hotel gives us the opportunity to host the awards for up to 200 guests!
- The Venue is only a short distance from Euston Station and is located close to several hotels.

[!\[\]\(99f58673407353e96a019fbca558fd72_img.jpg\) View the Venue Here](#)



UK Career Development Awards

Headline sponsorship- 1 Available

- 2 Complimentary tickets to the awards. (*3 course meal, arrival drink, ½ bottle of wine pp*)
- 2 complimentary hotel rooms for the night of the awards.
- 20% off remaining seats on your table. (*Each table will seat 10 guests, book the remaining 8 seats on your table & benefit from this discount & invite your guests*) *Discount will be off the **table rate**.
- Promotional banner/s– artwork provided by sponsor; banner provided by the CDI.
- Company representative photo with winners at the dinner.
- 1 Full page in the awards event website & app.
- Logo on all promotional materials for the UKCDA's.
- The opportunity to say a few words at the dinner.
- Logo on table favours, 1 per guest & any branded decorations.
- 1 Exhibitor stand at the NCLC on 18th June.
- 25% discount on all exhibitor stands for 12 months from the date of booking.

£3,500

UK Career Development Awards



Awards sponsorship package – 7 Available

- Present the award to the winner on the stage.
(Company representative will be in photos with the winner)
- Company advert on the Awards sponsors page on the event webpage & app.
- 2 complimentary tickets to the awards dinner, includes 3 course meal, arrival drink and ½ bottle of wine with dinner.
- Logo on all marketing and materials related to the sponsored award including entrant videos where applicable, that will be used pre and post promotion.
- The opportunity to join the judging panel in March, subject to any conflicts of interest.

Members

£1,250 per award.

Non-Members

£1,500 per award.

(Categories detailed on the next page)

UK Career Development Awards



Awards Categories – 1 Sponsor per category

- Careers programme - education settings
- Careers programme – non-education settings
- Career development professional working in education settings
- Career development professional working in non-education settings
- Careers provider of the year
- Innovative product, resource or technology
- Contribution to the development of the profession

Members

£1,250 per award.

Non-Members

£1,500 per award.

[For further information on each award please click here](#)

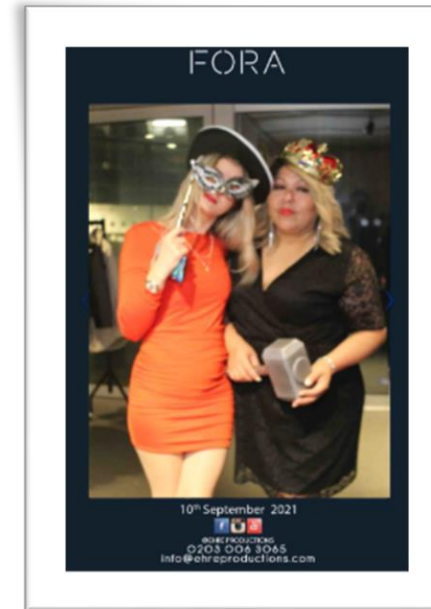
UK Career Development Awards

Photo Booth Sponsor- 1 Available

A brand-new opportunity to stand out as our exclusive magic mirror, photo booth sponsor!

Your logo will be prominently featured on every photo taken, creating lasting memories for attendees while amplifying your brand's visibility across social media. This is a unique chance to combine event engagement with powerful, organic marketing exposure.

- Company advert on the awards sponsor event page on website and app.
- 2 complimentary tickets to the awards dinner, includes 3 course meal, arrival drink and ½ bottle of wine with dinner.
- Logo on all marketing and materials related to the awards.
- A1 Foam board advertising booth during the event with logo.



£1,000