

Local Government Challenge 2020

Sponsorship brochure



The LG Challenge

www.local.gov.uk/lgchallenge
@LGChallenge | #LGChallenge

10 contestants

5 real-life challenges

4 finalists

1 winner of a prestigious scholarship worth £10,000

Let your organisation shape the future of local government's next generation of top executives.

What is it?

Now in its 11th year, the LG Challenge aims to develop local government's future leaders. The intensive annual competition, designed by and for local government, celebrates and recognises the amazing talent in the sector. It offers the winner the chance to take away the prestigious Bruce-Lockhart scholarship worth up to £10,000.

Over the course of six months, 10 contestants undertake five tough real-life challenges in partnership with five leading local councils. The challenges are designed to uniquely test and develop contestants' leadership, creative and communicative abilities, all under the spotlight of the council and Local Government Association (LGA).

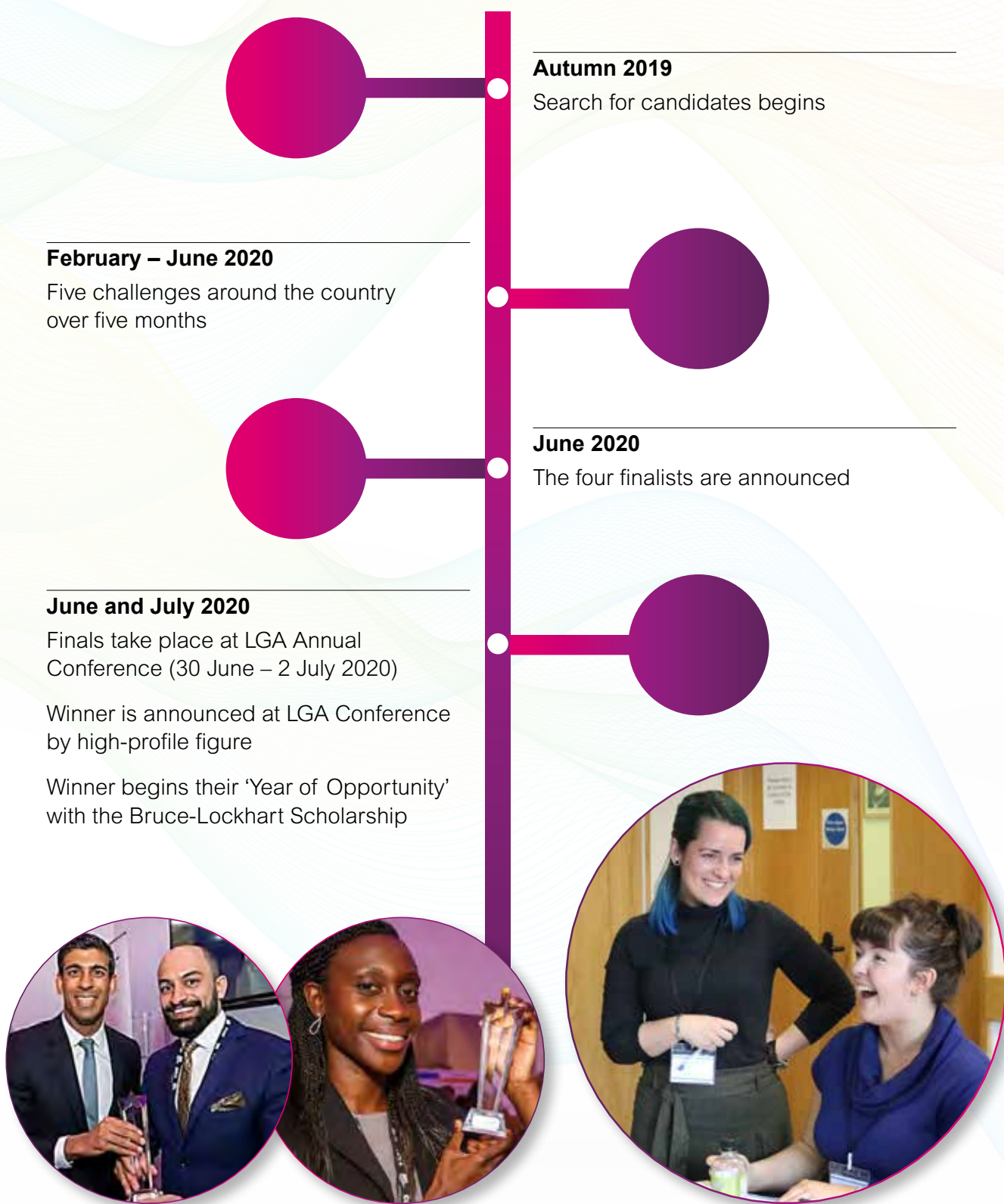
The LG Challenge 2020 will culminate in the final at the **LGA Annual Conference (30 June-2 July 2020)**, in which the four finalists exhibit their own project proposals to delegates and pitch their project to a judging panel. This high profile project receives extensive media coverage throughout the year.

Rob Comber
LG Challenge
2019 winner
says:

"It is by far the best development opportunity I have been involved in during my career. [Contestants] should be prepared for incredibly hard work, late nights, early mornings, moving completely out of your comfort zone, pressure and delivering some of the most demanding work you'll ever deliver. There were moments where I thought 'why have I signed up to this?' But, if you're prepared for that, what you will get is: an opportunity to deliver genuinely transformational work for other local authorities in a collaborative and innovative way; an opportunity to work with and build a network of inspiring individuals across our sector; and an immersive personal development opportunity that will enhance your career."



Timeline



Sponsorship opportunities

This is your opportunity to help shape the future of local government and have your organisation lead the way in finding the next generation of leaders in the sector.

High profile partner opportunities are available to organisations wishing to collaborate in this unique local government leadership initiative.

This is a two part investment that will ensure that your branding is seen, not only during the challenge itself, but also at the LGA Annual Conference. This event has over 2,000 leading professionals in attendance from the public, private and third sector and extensive high profile marketing and full national press coverage.

Suppliers from a range of disciplines are invited to apply to be a sponsor. From IT and consultancy; to workforce, leadership and recruitment; to development, planning and transport; this is an opportunity that you won't want to miss.



Headline partner

£20,000

Over the course of the year our headline partner will enjoy a comprehensive benefits package including extensive headline branding, a representative on judging panels, and the opportunity to take sole branding of the LG Challenge drinks reception on the last night of the LGA Annual Conference which attracts up to 250 attendees. As our headline partner of the LG Challenge your organisation will receive the following benefits:

Throughout the year:

- headline branding on all LG Challenge marketing and publicity material
- references in bulletins across the organisation, features in the MJ, articles in first magazine, mentions across different social media channels and promotion on the LGA website
- display of your corporate logo and links to your website on the front page of the LG Challenge website
- use of the LG Challenge logo in your own marketing materials
- your representative to sit on judging panels at the five challenges and the final at LGA Annual Conference (30 June – 2 July 2020)
- filmed interviews at each challenge and your logo to appear on each film which will be displayed on the LG Challenge website and on social media
- mentions in posts on all LG Challenge social media platforms (Twitter, LinkedIn)
- access to participating councils of different tiers and across England and Wales.
- your logo to be displayed on LG Challenge graphics on screens around the venue
- full page full colour advertisement in the conference handbook (using supplied artwork)
- full page colour advertisement in the LGA's first magazine (circulation 24,000)
- inclusion on the conference website with hyperlink where LG Challenge is mentioned
- interviews with your representatives to be filmed by our film crew (subject to availability)
- three complimentary conference passes which will include entrance to delegate and LG Challenge drinks receptions
- welcome address at LG Challenge Awards Ceremony and Drinks Reception on the main conference programme
- option to provide double-sided A4 insert for delegate bags
- LG Challenge pop-up stand at the LG Challenge Awards Ceremony and Drinks Reception with your headline branding
- 6sqm complimentary exhibition floor space at the 2020 annual conference.

At the LGA Annual Conference 2020:

- headline sponsorship of the LG Challenge Awards Ceremony and Drinks Reception
- Inclusion/credit in winner's announcement articles featured in The MJ and first magazine
- Inclusion/credit in news releases produced in relation with the LG Challenge 2020.

Challenge partner

£7,000

As a challenge partner your organisation will play a hands-on role at your chosen challenge, sit on the judging panel and enjoy a variety of benefits at the LGA Annual Conference. Be one of our five challenge partners and receive the following benefits:

Your chosen challenge

- use of the LG Challenge logo in your own marketing materials
- branding on all LG Challenge marketing and publicity material related to your chosen challenge right through to the LGA Annual Conference (30 June – 2 July)
- your representative to sit on your chosen challenge judging panel
- display of your corporate logo and links to your website on the LG Challenge website
- filmed interview at your chosen challenge and your logo to appear on the film which will be displayed on the LG Challenge website and on social media (Twitter, LinkedIn)
- mentions in posts on all LG Challenge social media platforms relating to your chosen challenge

Let the challenge begin

Five local authorities around the country will host real-life challenges. Following the two stage application and selection process, 10 finalists will be selected to compete in the LG Challenge 2020.

Challenges cover a range of different policy areas, from housing to workforce, environment to children and young people, adult social care to local democracy. Each challenge will have a different theme, and could be:

- a front-line service challenge
- a financial challenge
- a media/communications challenge
- a community engagement challenge
- an innovation challenge.

We are always open to suggestions and are happy to design a package that reflects your requirements and budget.

To find out how you can be the sponsor of this year's LG Challenge, contact:

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Join the conversation at
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