

LG Challenge 2016/17

Challenge sponsorship



@LGChallenge
#upfortheLGChallenge

The LG Challenge

10 contestants

5 real life challenges

1 prestigious scholarship worth £10,000

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

www.local.gov.uk/lgchallenge | [@LGChallenge](https://twitter.com/LGChallenge) | [#upfortheLGChallenge](https://twitter.com/hashtag/upfortheLGChallenge)

What is it?

Launched in 2009, the LG Challenge aims to find local government's future top executives. The intensive year long 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 test candidates' leadership, creative and communicative abilities, all under the spotlight of the council and Local Government Association (LGA) digital channels. The LG Challenge culminates in the final at the LGA Annual Conference in July, in which four finalists exhibit their own project proposals to delegates who vote for an overall winner, who is announced at the close of the conference by a leading figure in central government. This high profile project receives extensive media coverage throughout the year.



David McCollum
LG Challenge 2016
winner says:

“If you are lucky enough to become one of the final 10, then you are in for a six month roller coaster. It’s absolutely brilliant. As learning experiences go I don’t think it can be compared to anything I’ve ever encountered. You will have exposure to leaders and chief executives from all sorts of different backgrounds and you will share the highs and lows with nine other talented contestants.

Winning has given me exposure that would have taken years to replicate. The opportunity to use £10,000 creatively is exciting and opens doors that wouldn’t have been available to me before. Early next year I plan on heading to the US to visit an anti-exploitation project and try and bring invaluable learning back with me.”

Timeline



Sponsorship opportunities

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

High profile partner opportunities are available to organisations wishing to collaborate in this unique local government 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 challenge partner. From workforce, environment, leadership, development, recruitment, IT, planning to transport and consultancies, this is an opportunity that you won't want to miss.



Challenge partner

£4,000-£6,000

As a challenge partner your organisation will help shape each of the challenges, 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:

Throughout the year:

- Use of the LG Challenge logo in your own marketing materials.
- Branding on all LG Challenge marketing and publicity material right through to the LGA LGA Annual Conference in July 2017.
- 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.
- A short interview with your representative to be filmed by our TV partners and shown at the beginning of your chosen challenge.



Let the challenge begin

Five local authorities around the country will host five challenges, working with sponsors to shape and judge them. Following the application process and an assessment centre, 10 finalists will be selected to compete in the LG Challenge.

The challenges will 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.

Sponsors can choose the challenge most relevant to their own organisation's priorities. 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 a sponsor of this year's LG Challenge, contact:

LGA Events Team
020 7664 3000
events@local.gov.uk



Join the conversation at
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