

Astrea
Bioseparations

Discover your
Develop your
Deliver your

GRADUATE & YOUNG PROFESSIONAL FAIR

2024 SPONSORSHIP OPPORTUNITIES



GRADUATE & YOUNG PROFESSIONAL FAIR 2024



27 MARCH 2024 300+ GRADUATES COMIS GOLF CLUB

Graduate & Young Professional Fair 2024 provides a **unique opportunity** for graduates to get to know local businesses and find out more about **career opportunities** available On Island.

This popular event, returning for its fourth year, aims to attract more than **300 graduates** and young professionals. It is designed to inform, inspire, and assist young professionals with their first or **next career steps**.



2024 SPONSORSHIP PACKAGE OPPORTUNITIES

Promotion of the event will include:



THE DEPARTMENT FOR ENTERPRISE'S
SOCIAL MEDIA CHANNELS



HIGHLY VISIBLE PROMOTIONAL
ACTIVITY ACROSS THE ISLAND



OFF ISLAND PROMOTION



RADIO ADVERTISING AND
COVERAGE



NUMEROUS PRESS
OPPORTUNITIES

We are delighted to offer three **high profile sponsorship opportunities** to support the event, **raise your brand profile**, and align with the Grad Fair's core offering.

The **three** available sponsorship opportunities are:

- **HEADLINE** From £10,000
- **SPEAKER ZONE** From £4,000
- **CAREER DEVELOPMENT ZONE** From £2,000

The following packages outline our **core sponsorships**. However, if you have something special or different in mind, please get in touch with Erin Herbison.

Email: erin.herbison@gov.im **Call:** 697485

2024
SPONSORSHIP
PACKAGE HIGHLIGHTS

	Package	Headline	Speaker Zone	Career Development Zone
Event Day	Promotional Gift/Literature in 'Goodie Bag'	✓	✓	✓
	Banner Placement & Room Signage	✓	✓	✓
	Event Day Interview	✓	✓	
	Event Day Programme	✓	✓	✓
	Speaker Stage Opportunity	✓	✓	
	Sponsor Marks on Event Screens	✓	✓	
Traditional	Newspaper	✓	✓	✓
	Radio	✓		
	Roadside Banners, Posters, A6 Cards	✓		
Digital	Locate.im Website	✓	✓	✓
	Graduate E-Newsletter	✓	✓	✓
	Social Media (Organic & Non-Organic)	✓	✓	✓
	Billboard	✓		
Collaborations	University College Isle of Man	✓		
	Steam Packet & Airport	✓		
	Off Island e.g. Target Jobs (UK Universities)	✓		
PR	Pre & Post-Event Press Release	✓	✓	✓

*Each Marketing activity included in the above table will vary to reflect the corresponding value of the package.



PARAGON RECRUITMENT
CV CLINIC

- ★ CV REVIEW & ADVICE
- ★ INTERVIEW RESEARCH & PREPARATION
- ★ JOB SEARCH TIPS & MARKET INTEL
- ★ DROP-IN FOR A 1-1 CHAT WITH THE PARAGON TEAM

GRADUATE FAIR

QR CODE

ISLE OF MAN GRADUATE FAIR

Wednesday 12th April 2023
Comis Golf Club // 1-5pm

Sign up now: locate.im/gradfair

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FIND YOUR MATCH!
FIND YOUR MATCH!
FIND YOUR MATCH!

JOIN 100+ GRADUATES
AND 50+ COMPANIES
ACROSS 10+ SECTORS

GRADUATE FAIR
ISLE OF MAN 2023

ISLE OF MAN GRADUATE FAIR
WEDNESDAY 12 APRIL
COMIS GOLF CLUB
1PM - 5PM

SIGN UP: [LOCATE.IM/GRADFAIR](https://locate.im/gradfair)

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Register today!

Sign up for the Isle of Man Graduate Fair:
Weds 12th April, Comis Golf Club, 1-5pm

Sign me up! Let's do it!

FIND YOUR MATCH!
FIND YOUR MATCH!
FIND YOUR MATCH!
FIND YOUR MATCH!
FIND YOUR MATCH!

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WORKSHOP ZONE 2

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PARAGON

GRADUATE FAIR
ISLE OF MAN 2023

PARAGON RECRUITMENT

HEADLINE SPONSOR

STARTING FROM £10,000

This package offers the most comprehensive brand awareness opportunity, as well as the most prominent 'event day' exposure. As Headline Sponsor, your company's brand will be linked to the 2024 event across the majority of advertising and PR communications, On and Off Island.

This package Includes:

Company name & logo to appear alongside the event title "Graduate & Young Professional Fair 2024 Sponsored by..." on the majority of our on-Island and off-Island advertising and promotion. This includes, but is not limited to;

Pre-event:

- Press release and dedicated social media posts to announce sponsorship
- Social media advertising and activity across LinkedIn, Facebook, Instagram, Twitter and TikTok
- Content in graduate e-newsletters to over 200 graduates
- Traditional promotional activity; roadside banners, posters and A6 cards, located at graduate hot-spots across the Isle of Man, Radio and Newspaper
- Digital advertising; billboards (on Peel Road and the Sea Terminal over December and March), Locate.im website, Eventbrite
- Off Island promotion; Target Jobs event promotion to UK Universities and more...
- On Island; University College Isle of Man, Airport, Steam Packet, Bus Vannin, Island sixth form assemblies and more...

Event Day:

- Invitation for a company representative to join a relevant panel session in the main speaker zone
- Social media activity across all channels
- Media interviews
- Sponsorship marks on event screens
- Branded banner in Exhibitor 1:1 Meeting Room
- Two Exhibitor Room Signage boards
- Event programme given to all delegates
- Promotional literature on the welcome desk
- Optional piece of literature or gift in delegate goodie bags

Post-Event:

- Post-event coverage via highlights video, press release and social media activity



**DIGITAL
BILLBOARDS**

**EXHIBITION ROOM
SIGNAGE**



SOCIAL MEDIA

AND MORE...

SPEAKER ZONE SPONSOR

STARTING FROM £4,000

Following the success of the speaker zone in 2023, we're delighted to offer this sponsorship again for 2024.

This popular and well attended space provides your company with the opportunity to showcase your brand in a dedicated area to include a variety of inspirational and informative keynote speakers and panel discussions, which delegates can freely attend.

This package includes:

Your company name and logo on Speaker Zone social media promotions, i.e. 'Speaker zone brought to you by...'

Pre-Event:

- Press release and dedicated social media posts to announce sponsorship
- Social media advertising and activity across LinkedIn, Facebook, Instagram, Twitter and TikTok
- Content in graduate e-newsletters to over 200 graduates
- Traditional promotional activity; Newspaper mention
- Digital advertising; Locate.im website and Eventbrite

Event Day:

- Speaker slot, either stand-alone or panel session to promote your company and/ or promotional video in-between panel sessions
- Social media activity across all channels
- Media interview opportunity for a company representative
- Sponsorship marks on Speaker Zone screens
- Banner opportunity near Speaker Zone stage
- Speaker room signage
- Event programme given to all delegates
- Optional piece of literature or gift in delegate goodie bags

Post-Event:

- Post-event coverage via highlights video, press release and social media activity





CAREER DEVELOPMENT ZONE

STARTING FROM £2,000

The Career Development Zone has been a big hit at previous Grad Fairs and for 2024 we hope to make this space even more engaging!

This zone will consist of a large dedicated room to run 1:1 meetings to discuss career ambitions and help delegates create a stand-out C.V and a second space offering mini 'career related' clinics, where attendees will benefit from career advice and interview tips, from experienced industry professionals.

This package includes:

Your company name and logo on social media promotions, i.e. 'Career Development Zone brought to you by...'

Pre-Event:

- Press Release and dedicated social media posts to announce sponsorship
- Social media advertising and activity across LinkedIn, Facebook, Instagram, Twitter and TikTok
- Content in graduate e-newsletters to over 200 graduates
- Traditional promotional activity; Newspaper mention
- Digital advertising; Locate.im website and Eventbrite

Event Day:

- Social media activity across all channels
- Dedicated room for your company and its branded banners and promotional materials
- Career Development Zone signage
- Event programme given to all delegates
- Optional piece of literature or gift in delegate goodie bags

Post-Event:

- Post-event coverage via highlights video, press release and social media activity

FURTHER INFORMATION

As in 2023, your business will be provided with an exhibition space, table and optional power point, giving you a dedicated area to showcase your brand, display relevant promotional materials, giveaways, and to meet with the young professionals in attendance.

CONTACT US

WE'RE HERE TO HELP!

If you have any **questions** ahead of the event, or would like any **further information**, please don't hesitate to contact a member of our team who would be happy to help.

We're looking forward to welcoming you!

27th March 2024

Comis Golf Club, Mount Murray

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