



# SPONSORSHIP PACK

BUILDING THE FUTURE AWARDS 2024

*CELEBRATING YOUNG  
PEOPLE IN CONSTRUCTION  
AGED 18-35*

FRIDAY 15<sup>TH</sup> NOVEMBER, 2024  
THE HOLTE SUITE, VILLA PARK

[BUILDINGTHEFUTUREAWARDS.CO.UK](http://BUILDINGTHEFUTUREAWARDS.CO.UK)



# THE AWARDS

## CEREMONY

The “Building The Future Awards” is an exciting national black-tie awards event based in the West Midlands that recognises and celebrates the achievements of young people aged 18–35 from within the construction industry. In addition, we are honouring three companies for their support of young people in the construction industry.

The awards event is designed to raise the profile of the opportunities available to young people in the industry and to highlight the incredible talent and hard work of the next generation of construction professionals spotlighting the skills gap. The event takes place on Friday 15th November, 2024. The venue is Aston Villa FC, Holte Suite, Birmingham, B6 6HE. From 6pm – 1am.

## THE EVENING WILL CONSIST OF

- ✦ Drinks Reception
- ✦ 3 Course Meal
- ✦ Entertainment
- ✦ Networking
- ✦ Award Winners Announcements
- ✦ Red Carpet Interviews
- ✦ An Energised Atmosphere





## OUR MISSION



- ✦ Recognising and celebrating the achievements of young people in construction
- ✦ Highlighting role-models and encouraging careers in construction
- ✦ Raising awareness of the industry and its importance
- ✦ Celebrating companies that are leading the way in supporting young people

## OUR PURPOSE



The awards ceremony is designed to raise the profile of the opportunities available to young people in the industry and to highlight the incredible talent and hard work of the next generation of construction professionals. We bring together the industry's leading professionals, students, educators, and government officials, to help create new opportunities for young people.

## OUR TEAM



The "Building The Future Awards" is headed up by Errol Lawson, CEO of Emerge Leadership UK CIC and Zoe Bennett BEM CEO of Training Personfied Ltd, both companies are recognised in the education and personal development space. We look forward to welcoming sponsors and partners from across the industry to participate in this exciting and meaningful event.

**We believe that by working together, we can build a brighter future for the construction industry and for young people everywhere.**

# #BTFEA 2023

## OUR OUTCOMES TO DATE

- Media Coverage
- 432 attendees
- 2023 sponsors included:



### MENTORSHIP OPPORTUNITIES

Our category sponsors, judges and ambassadors will have the unique opportunity to mentor a Building the Future Awards winner, once a month for half an hour for a duration of six months. This mentorship programme allows sponsors to provide guidance, support, and valuable industry insights, fostering the growth of the next generation of construction professionals.

**Jamil Shabir** · 1st  
CEO of Phoenix Business Club & Bootcamp Media - Multi-Awa...  
4d · Edited · 🌐

It was a delight to meet **Khumehra Mohammed MRICS, MAPM, MSc, LLB** today, a shining example of young talent, having recently clinched the Young Project Manager Award at **Building The Future Awards**. As we begin our mentorship journey, we discussed her professional journey, aspirations, and the exciting launch of The Young Leaders Club—a platform I believe she will represent excellently.

Our discussion was as seamless as it was enriching, effortlessly transitioning from career ambitions to the importance of family, highlighting the significance of balance and progression.

I'm enthusiastic about the value Khumehra will add to The Young Leaders Club and am looking forward to supporting her in her career and watching her inspire the next generation of leaders.

#Mentorship #YoungLeadersClub #CareerProgression



**Rosa Wells (She/Her)** · 1st  
FE Principal and Dean for Science, Technology, Engineering & Maths  
3d · 🌐

I am honoured to have the opportunity to mentor **Heba Al Radi** after she won the Outstanding Achievement/Against all odds award at the recent **Building The Future Awards**.

Heba and I met yesterday to get to know each other and look at how I can support her development in the construction sector.

I am really looking forward to working with Heba and whilst she has already achieved so much against all odds, I know she has so much more she wants to work towards in the field of architecture - her passion and commitment are inspirational.

Thank you **Errol Lawson** and **Zoe** 🌟 **Motivational Queen** 🌟 **Bennett, M.A., BEM** for supporting your award winners with mentoring and advice.







# AWARD

## CATEGORIES

The award categories below have been selected to highlight where young people are making an impact but are often not recognised. We are also showcasing companies that are providing outstanding support to young people.

1. YOUNG APPRENTICE OF THE YEAR
2. ROLE MODEL OF THE YEAR
3. YOUNG SITE MANAGER OF THE YEAR
4. YOUNG ARCHITECTURAL PROFESSIONAL OF THE YEAR
5. YOUNG ENGINEER OF THE YEAR
6. YOUNG PROJECT MANAGER OF THE YEAR
7. YOUNG CONSTRUCTION PROFESSIONAL OF THE YEAR
8. RISING STAR OF THE YEAR
9. YOUNG ENTREPRENEUR OF THE YEAR
10. EXCELLENCE IN EDUCATION AND TRAINING
11. MOST INNOVATIVE COMPANY OF THE YEAR
12. BEST EMPLOYER OF THE YEAR
13. OUTSTANDING ACHIEVEMENT



# UNLOCKING VALUE BEYOND THE AWARDS NIGHT

2024 CONSTRUCTION SUMMIT AND CAREERS FAIR

At Building the Future Awards, we believe that true value lies not only in recognising excellence within the construction industry but also in fostering continued growth, learning, and collaboration for longevity. Our commitment to creating lasting impacts and meaningful connections extends beyond the awards night ceremony, and we invite our sponsors to join us on this extraordinary journey.

## BEYOND THE AWARDS: MAY 2024 CONFERENCE

**Our commitment to creating lasting impacts extends to our upcoming conference in May 2024. Here's what you can expect:**

**Morning:** Careers Fair, exhibition stands & immersive VR simulation experiences  
**Access to Talent:** Opportunity to engage with for 200, 11-16 year-old school students, and promising young professional in the construction industry, gaining access to future talent.

**Networking:** Connect with like-minded professionals, creating opportunities for collaboration and future partnerships.

### **AFTERNOON: CONSTRUCTION SUMMIT**

**Thought Leadership:** Participate in industry panels, sharing insights, and showcasing your expertise.

**Visibility:** Sponsors and industry leaders can gain further visibility through panel participation, reinforcing your commitment to shaping the industry.





# TOGETHER, WE SHAPE THE FUTURE OF CONSTRUCTION

At Building the Future Awards, we are dedicated to creating more than just an awards night ceremony. We aim to facilitate knowledge sharing, networking, and mentorship that can impact the future of our industry. Join us on this journey, and together, we will shape the future of construction.

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For more information on sponsorship opportunities and how you can get involved in our upcoming conference and mentorship programme, please contact us at [info@buildingthefutureawards.co.uk](mailto:info@buildingthefutureawards.co.uk)



# SPONSORSHIP

PACKAGES



# HEADLINE

2 AVAILABLE

SPONSOR

£20,000 + VAT

*Our Headline sponsorship package is the highest level of sponsorship and offers the greatest level of exposure and benefits.*

## PRE EVENT BENEFITS

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**Headline sponsor package is exclusive to two companies only.**

- ✦ Pre-event marketing material will have Headline Sponsor logo marking.
- ✦ Sponsor acknowledgement and recognition will be on the event website, with a hyperlink directing to the Headline Sponsor website.
- ✦ Headline Sponsor logo branding and mention of sponsor on all promotional videos, pre event brochures and all social media activity prior to the event.

## AT THE EVENT BENEFITS

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- ✦ The host will give a special mention and thank you to the headline sponsor.
- ✦ Five minute speech will be allocated at the introduction of the awards.
- ✦ A table of ten will be allocated for seating, and any additional tickets can be purchased prior to the event.
- ✦ Sponsor logo/name will be etched on all trophies.
- ✦ Logo's to be printed on all signage and banners for the event.
- ✦ Sponsor will feature in the evening programme with a full page.
- ✦ Headline sponsors logo will be featured on a loop in the welcome drink reception on several screens.
- ✦ Headline logos will appear on screens in the VIP Mezzanine area for Sponsors, Finalists and key industry special guests.
- ✦ The table will consist of drinks which will include 4 bottles of white wine, 4 bottles of red wine, 2 buckets of beer and 2 pitchers of fruit juice.
- ✦ Sponsor will have a 1 minute video about their company played as the category they are sponsoring is read out on stage.
- ✦ Tables will have the company logo displayed as a framed picture.
- ✦ Exclusive access to VIP drinks reception
- ✦ Available presentation screens will be used to promote Headline Sponsor brand throughout the event.
- ✦ Present an award to the winner.

## POST EVENT BENEFITS

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**Clearly marked as Headline Sponsor in post-event marketing material including any video productions which will be displayed on the awards website.**

# DIAMOND

3 AVAILABLE

SPONSOR

£12,000 + VAT

*Diamond Sponsors will be given full marketing exposure pre, during and post-award ceremony.*

*As a Diamond Sponsor, you will be able to widen your brand recognition at every given opportunity.*

*To achieve this, the following points have been packaged together.*

## PRE EVENT BENEFITS

- ✦ Selected Pre-event marketing material will have Diamond Sponsor logo marking.
- ✦ Sponsor acknowledgement and recognition will feature on the event website, with a hyperlink directing to the Diamond Sponsor website.
- ✦ Diamond Sponsor logo branding and mention of sponsor on all promotional videos.

## AT THE EVENT BENEFITS

- ✦ The host will give a special mention and thank you to the Diamond Sponsor.
- ✦ A Full table of 10 will be allocated for seating, and any additional tickets can be purchased prior to the event.
- ✦ Available presentation screens will be used to promote Diamond Sponsor brand throughout the event.
- ✦ Present an award to the winner.
- ✦ Logo's to be printed on all signage and banners at the event.
- ✦ Sponsor will feature in the evening programme with a half a page.
- ✦ Tables will have the company logo displayed as a framed picture.
- ✦ The table will consist of drinks which will include 3 bottles of white wine, 3 bottles of red wine, a bucket of beer and 2 pitchers of fruit juice.
- ✦ Exclusive access to VIP drinks reception.





# GOLD

SPONSOR

6 AVAILABLE

£6,000 + VAT

*As a Gold, Awards Category Sponsor the benefits your organisation will receive are as follows:*

## PRE EVENT BENEFITS

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- ✦ Pre-event marketing material will have Gold Sponsor logo marking.
- ✦ Sponsor acknowledgment and recognition will be on the event website, with a hyperlink directing to the Sponsor's website.

## AT THE EVENT BENEFITS

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- ✦ Presentation of an award.
- ✦ A table of 10 consisting of drinks which will include 2 bottles of white wine, 2 bottles of red wine, a bucket of beer and 2 pitchers of fruit juice.
- ✦ Logo to be featured on the backdrop at the event.
- ✦ Logo to feature on the screens during the night highlighting you as a gold sponsor.
- ✦ Sponsor will feature in the evening programme with a quarter page.
- ✦ Tables will have the company logo displayed as a framed picture.
- ✦ Exclusive access to VIP drinks reception.



# RECEPTION

1 AVAILABLE

SPONSOR

£6,000 + VAT

## PRE EVENT BENEFITS

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- ✦ Sponsor acknowledgment and recognition will be on the event website, with a hyperlink directing to the Sponsor's website.

## AT THE EVENT BENEFITS

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- ✦ Presentation of an award.
- ✦ A table of 10 consisting of drinks which will include 2 bottles of white wine, 2 bottles of red wine, a bucket of beer and 2 pitchers of fruit juice.
- ✦ Logo to be featured on the backdrop at the event.
- ✦ Logo to feature on the screens during the night highlighting you as the Reception sponsor.
- ✦ Sponsor will feature in the evening programme with a quarter page.
- ✦ Tables will have the company logo displayed as a framed picture.
- ✦ Exclusive access to VIP drinks reception.
- ✦ Prominent branding on screens within both the downstairs welcome drinks reception and the upstairs VIP reception drinks area.
- ✦ Exclusive hosts of the VIP drinks reception.





# ENTERTAINMENT

1 AVAILABLE

SPONSOR

£6,000 + VAT

## PRE EVENT BENEFITS

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- ✦ Sponsor acknowledgment and recognition will be on the event website, with a hyperlink directing to the Sponsor's website.

## AT THE EVENT BENEFITS

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- ✦ Presentation of an award.
- ✦ A table of 10 consisting of drinks which will include 2 bottles of white wine, 2 bottles of red wine, a bucket of beer and 2 pitchers of fruit juice.
- ✦ Logo to be featured on the backdrop at the event.
- ✦ Logo to feature on the screens during the night highlighting you as the Entertainment sponsor.
- ✦ Sponsor will feature in the evening programme with a quarter page.
- ✦ Tables will have the company logo displayed as a framed picture.
- ✦ Exclusive access to VIP drinks reception.
- ✦ Prominent branding on screens during all entertainment segments during the event.



# THE TEAM

## BEHIND THE AWARDS



ZOE BENNETT, BEM

DIRECTOR

**Co-leading the Building the Future Awards, Zoe Bennett, BEM addresses the skills gap through her personal development company, Training Personified Ltd, transforming lives with mindset and soft skills training. Motivated by personal tragedy, Zoe channels her experience to empower others to achieve tangible goals.**

Zoe is also the trailblazing founder of The MBCC Awards, boasting a social media reach of 1.9 million. With over three decades in hospitality and events, Zoe established the awards in 2016 to recognise multicultural unsung heroes nationally.

Recognised on the King's honor list, Zoe received the British Empire Medal for inspiring disadvantaged individuals. Her impact extends to corporate organisations, delivering programmes on customer service, business development, teamwork, and leadership.

Zoe's community dedication includes parenting, entrepreneurship and employability programmes, targeting mental health and long-term unemployed individuals for a successful return to work.

A sought-after speaker, Zoe delivers inspirational talks and authored "Networking Personified," showcasing her expertise in effective networking. Her mission is clear: to empower people through personal development and positive mindsets. Zoe's interactive sessions and out-of-the-box thinking demonstrate her commitment to helping others fulfill their destinies, this is backed up by her TedX talk "get out of your own way".

**Errol Lawson is an entrepreneurial and leadership development expert, holding Masters degrees in Enterprise Management and Level 7 in Strategic Leadership. He is a change management and project management specialist, leveraging his extensive experience to help organisations achieve their goals.**



ERROL LAWSON

DIRECTOR

He is also a best-selling author of 4 books, providing readers with valuable insights into leadership, personal development, and overcoming challenges. Lawson's straight-from-the-heart, passion and high-energy, motivate audiences to step beyond their limitations and into their greatness in many ways. In recognition of his contributions, he was awarded the "Local Hero" award by the Association of Jamaican Nationals in 2014, named "Young Male Entrepreneur of the Year" by BEX Live in October 2015, and was a finalist in the Birmingham Young Professional of the Year competition (BYPY) in 2016.

He was also a finalist in the Natwest Great British Entrepreneur Awards in 2017 and featured in the Birmingham Post Power 250, a list of the region's most influential leaders. In 2021, Lawson was named the winner of the West Midlands Leadership Award.

## SUPPORTED BY







**THANK YOU**

FOR YOUR TIME

CONTACT US  
FOR MORE INFORMATION

**BUILDING THE FUTURE AWARDS**  
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