



Award Sponsorship Opportunity

The Big Challenge is Sheffield's flagship programme that puts young people's entrepreneurship skills to the test through an immersive enterprise experience that helps them to understand how businesses work.

Young people in years 7, 8 and 9 in Secondary Schools across Sheffield are invited to form teams of up to 6 to design and grow a business from a £25 start-up loan.

The competition runs from October to March when teams are shortlisted to a 'Dragons Den' to explain to Judges how they got on. The Judges then have the tough decision of selecting award winners for the different categories and presenting the winning team with their award at the glamorous Award Ceremony, held in March.

How to get involved

We are looking for businesses in Sheffield to get involved in the challenge by sponsoring one of the final awards.

As a sponsor, you will:

- Be able to take part in our Judging Panel, hearing directly from young people about their ideas and experiences
- Be listed as a key sponsor on our website and in all promotional materials (eg Awards Night Brochure and press releases) and on social media
- Announce and present the award for your chosen category at the Award Ceremony

How to Sponsor

We ask that all sponsorship organisations contribute £500 to the cost of the evening and the awards themselves.

Beyond any gift vouchers and trophies that the teams will win on the night, we believe that the most invaluable opportunities could come as experiences from the sponsors themselves.

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We're asking each sponsoring organisation to provide a 'Behind the Scenes' visit to their business for the runners up and winners of your category. We term these kinds of activities 'employer encounters' and they are a proven way to help improve life chances for young people in Sheffield. It's also a great extra press opportunity for you to champion the teams you have selected for your category.

Award Categories

Enterprise Awards (Employability experience, £50 gift voucher plus certificate and high-quality trophy for their school)

- Marketing & Sales
- Made in Sheffield
- Sustainability
- Biggest profit
- Outstanding Journal

Skills Builder Awards (Employability experience, £50 gift voucher plus certificate and high-quality trophy for their school)

- Aiming High
- Creativity
- Problem Solving
- Teamwork

The BiG Prize (Each team member is awarded a £500 Virgin Experience Voucher plus a larger trophy and certificate for their school)

We have redesigned the programme to incorporate a skills learning structure into the competition and the award ceremony. These four skills are embedded through the programme at different stages of the enterprise journey to enable the young entrepreneurs to reflect on their own personal learning, the skills they have developed and how they have used these skills in a real work context.

Read more about Skills Builder here: <https://www.skillsbuilder.org/>

Contact Us

If you would like to sponsor an award, find out more or hear about the other ways you can work with us, please contact Daniel Inniss at Daniel.Inniss@sheffield.gov.uk