



SPONSORSHIP OPPORTUNITIES

The new South Devon College Marine Academy



South Devon College
MARINE ACADEMY



**UNIVERSITY
CENTRE**
SOUTH DEVON

THE NEW MARINE ACADEMY

As Premier Marina's £75m development of Noss-on-Dart Marina on the banks of the River Dart proceeds, the long-awaited opening of a new South Devon College Marine Academy campus will be completed fully by September 2022.

The new campus is sited within the phase 1 commercial building, and comprises workshops, classrooms, innovation hub, navigation suite and more in a unique and stunning location within this major marina development.



"The UK is a major hub for maritime education as demonstrated by its leading maritime training programmes and apprenticeships. This is an area that the government, alongside the industry, want to maintain and boost by 2050. Skills are vitally important in the maritime sector."

'STATE OF THE MARITIME NATION' REPORT, 2019

Our strategic vision is to ensure we help deliver on the Government's ambitious targets by providing a state-of-the-art maritime training facility that:

- + Closes the skills gap and supports the sector's 15% growth forecast for 2019-2023
- + Meets the needs of a changing marine and maritime sector
- + Delivers training in new and emerging technologies, including autonomous vessels and electric/hybrid propulsion



A VISION FOR MARITIME TRAINING AND EDUCATION

South Devon College is recognised by employers and students alike as one of the top Further Education and Tertiary Colleges in England. Top results and satisfaction reflect our wide curriculum, with personalised programmes which are delivered by dedicated and passionate tutors, all of whom have extensive industry experience.

The site at Noss-on-Dart has a rich and strong maritime heritage, and has been part of the sector since the 1880s. Our aims and objectives for the Marine Academy build on this heritage by:

- + Delivering long-term skills strategies for the region and UK plc
- + Providing a highly desirable and inspirational venue for learning
- + Offering a vibrant and flexible education system
- + Developing strong industry relationships
- + Being a Centre of Excellence for delivery
- + Anticipating future demand and innovation
- + Working with partners influencing all levels and progression
- + Supporting and inspiring local communities, schools and businesses

Our future curriculum is bold and ambitious, and has been developed with awarding and industry bodies in close consultation with the sector. It builds on our strong track record and the successful curriculum that already delivers industry training to over 250 students and apprentices each year.



PRINCESS ROYAL
TRAINING AWARD
2020

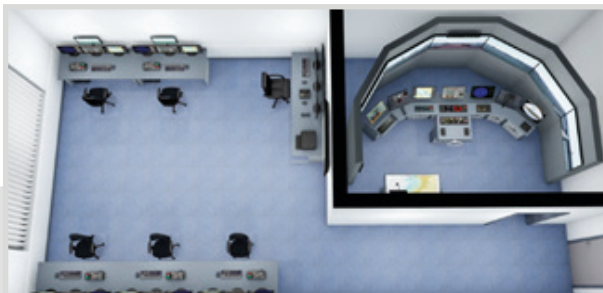
We are proud to work with local employers, from innovative employers like Ribeye through to internationally recognised manufacturers such as Princess Yachts.

Our apprentice programme for Princess Yachts has been recognised as an award-winning programme, winning the coveted METS Trade Best Apprenticeship and Trainee Scheme 2019, and gaining recognition in 2020 as a recipient of the Princess Royal Training Awards.

THE NEW CURRICULUM

The new curriculum will include:

- + Marine Engineering
- + Boatbuilding
- + Maritime Skills (specifically aimed at engaging young people with transferable skills)
- + Marina and Boatyard Operations
- + Composites Technician
- + RYA Training Centre
- + Dealer training custom courses
- + The Fisher apprenticeship
- + Small commercial (Master 200 and OOW 500 apprenticeship) MCA approved
- + Yacht/superyacht (work ready qualifications including Higher Education)
- + Short courses (CPD, retraining)
- + STCW
- + Navigation and bridge simulator
- + Consumer navigation hardware familiarisation/training
- + Leadership and Management



SPONSORSHIPS

In order to deliver our new curriculum, we are seeking long-term partners and sponsors who share our vision and want to be part of the future of this most unique Marine Academy.

The programme builds on successful engagement and sponsorship with industry partners at South Devon College's £17m Hi Tech & Digital Centre, which opened in 2019. Leading companies such as ABB sponsored the Programme and Logic Controller Suite and the Centre's Boardroom, while Princess Yachts sponsored one of the Centre's classrooms and the Princess Yachts Learning Academy with a Princess V40 hull.

As a further education college, our campus facilities are generally utilised for around 36 weeks per year, allowing some facilities to be made available for hire outside of the College term time. We anticipate that part or all of the Marine Academy campus will be available for hire by non-sponsors from £5,000 per day for events such as dealer training or end user customer sales and training.

A unique benefit for top level sponsors is the potential to hire the new campus facilities either at discounted rates or free of charge.



SPONSORSHIP PACKAGES

The following packages provide guidelines on the current sponsorship opportunities available at the new South Devon College Marine Academy at Premier Marina, Noss-on-Dart. Each package has specification flexibility, and above all, flexibility to meet the needs of the sponsor partner.

Packages are based on either the provision of specified equipment or a cash alternative.



BRIDGE SIMULATOR

Branded whole suite sponsorship

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
<ul style="list-style-type: none">• Class A full mission bridge simulator• Class S fishery operation compliant ECDIS and radar simulator station (x5 stations)• TechSim engine room simulator £45,000• Smart support software package	£450,000	<ul style="list-style-type: none">• Interior signage• Wall and pillar wraps• Simulator suite sponsor named• Preferential access for dealer/end user training• Linked marketing to South Devon College brand



NAVIGATION AND COMMUNICATIONS TRAINING SUITE

Branded whole suite sponsorship

Static units for classroom, sales/demos

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
<ul style="list-style-type: none"> • 4 chart plotters • Radar • 4 VHF DSC training sets • AIS transponder • GPS • Antennae as required • For marine electrical training including networking/NMEA hubs • Also potential use by sponsor for end user consumer training and sales 	£30,000	<ul style="list-style-type: none"> • Interior signage • Wall and pillar wraps • Sponsor named suite • Preferential access for dealer/end user training • Linked marketing to South Devon College brand • Discounted packages on selected training courses for one year



NAVIGATION AND COMMUNICATIONS TRAINING ON VESSEL

Installation in vessel for at sea training

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
<ul style="list-style-type: none"> • Chart plotter • Radar • Sonar • AIS • VHF DSC • MOB/EPIRB • Antennae 	£6000	<ul style="list-style-type: none"> • Branding, interior/at helm position • Shared branding/naming with (any) vessel sponsor • External branding (as permitted by DHNA)

TRAINING ROOMS

Branded sponsorship of training rooms or IT suites

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
<ul style="list-style-type: none"> • Choice of general purpose classrooms or IT/CAD suites • Furnishing of classroom (desks/tables/chairs) • Display screen equipment • Desktop PCs/laptops/tablets • All equipment to South Devon College Marine Academy specifications 	£10,000	<ul style="list-style-type: none"> • Interior signage • Interior sponsor photos • Classrooms sponsor named • Linked marketing to South Devon College brand



MARINE ENGINEERING WORKSHOP

Branded workshop or equipment sponsorship

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
<ul style="list-style-type: none"> • 4 multi cylinder 4-stroke outboards for Level 2/3 training • 4 multi cylinder diesel inboards • 1 inboard with Z-drive for servicing and alignment • 1 gearbox/shaft alignment rig • 1 test tank/exhaust extraction system • 1 multi cylinder 50hp+ outboard for servicing/diagnostics • Appropriate diagnostic equipment for all of the above and access to workshop manuals • Workshop benches • Tools and equipment • Outboard stands • Gantry crane 	<p>Complete workshop from £75,000. Specialist equipment from £5,000</p>	<ul style="list-style-type: none"> • Interior signage • Wall and pillar wraps • Workshop sponsor custom named • Preferential access for dealer/end user training • Linked marketing to South Devon College brand



MARINE ENGINEERING WORKSHOP

Shared sponsorship branding of workshop
(sponsorship options broken down by specific equipment/types)

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
Engines (outboard) <ul style="list-style-type: none"> 4 multi cylinder 4-stroke outboards for Level 2/3 training 1 multi cylinder 50hp+ outboard for servicing/diagnostics 	£20,000	<ul style="list-style-type: none"> Shared interior signage Shared wall and pillar wraps Discounted access for dealer/end user training Linked marketing to South Devon College brand
Engines (inboard) <ul style="list-style-type: none"> 4 multi cylinder diesel inboards 1 inboard with Z-drive for servicing/alignment (non-running unit acceptable) 	£20,000	
Drive systems <ul style="list-style-type: none"> 1 gearbox/shaft alignment rig 	£8,000	
Workshop tools/equipment <ul style="list-style-type: none"> 1 test tank/exhaust extraction system Workshop benches Tools/equipment Outboard stands Gantry crane 	£20,000	



R & D INNOVATION HUB SPACE

Branded whole suite sponsorship

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
Kit-out of the hub space for R&D and project work: <ul style="list-style-type: none"> • Display screens (touch screen) • Benches • Hybrid drive system • Electric drive system/ outboards • Charging/solar/control systems • Autonomous vessel test platforms/systems/ hardware • Offshore/renewables components/models • Low carbon technologies 	£30,000	<ul style="list-style-type: none"> • Interior signage • Innovation hub sponsor named • Preferential access for sponsor training/ showcase/product launch • Linked marketing to South Devon College brand



NAUTICAL ENTERPRISE AND BRIEFING SUITE

Branded whole suite sponsorship

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
<ul style="list-style-type: none"> Set out in an executive boardroom style, this will be a flexible learner-led teaching space with the following purposes: Projects, trips and enterprise planning space (student led) Employer/student meeting zone Student 'think tank' or 'ideas lab' Employer-led masterclasses Employability sessions including interviews and work experience preparation Equipped as a communication hub with video conferencing, telephone conference equipment and boardroom-style office furniture to College specifications 	£30,000	<ul style="list-style-type: none"> Interior signage Wall and pillar wraps Suite sponsor named Preferential access for sponsor demos/product announcements Linked marketing to South Devon College brand



TRAINING VESSELS

Each class of vessel is available on a company sponsor branded basis

Specification Equipment Sponsor Package	Cash Alternative	Sponsor Benefits
One inboard engine, displacement hull vessel minimum 8 metre training vessel. Built to meet the Lloyds Register Special Service Craft Classification and regulations enforced to meet full MCA and SFIA standards, enabling water-based training, potting and netting. Also for power boat training, at sea navigation training, and leadership and management training.	£265,000	<ul style="list-style-type: none"> Vessels sponsor named Exterior sponsor branding (as permitted) Preferential use of vessels by sponsor for sales demos/ training Linked marketing to South Devon College brand
2 RIBs approximately 6m with planing capability for RYA PB Level 2 training and boat handling	£40,000	
1 RIB 6m+ for advanced powerboat and Tender Driving Course	£50,000	
1 sailing yacht 12-15m for advanced RYA sail training, offshore expeditions and leadership and management training	£150,000	
2 fixed keel yachts (example RS 21)	£70,000	

SOUTH DEVON BUSINESS PARTNERS

Sponsors will receive the added benefits of our South Devon Business Partners programme if they meet one of the criteria in the table below (including offering work experience to students). Top level main sponsors will automatically qualify for Gold membership.

	Bronze	Silver	Gold
Thresholds guidance	5-9 active apprentices	10-19 active apprentices and those offering work experience	20+ active apprentices or those offering work experience
Discount on commercial courses for employees*	5%	10%	15%
Discounted rates on commercial lettings	5%	10%	15%
Dedicated specialist Workplace Co-ordinator	✓	✓	✓
Free skills analysis and training development	✓	✓	✓
Endorsement on South Devon College's website	✓	✓	✓
Discounted South Devon College Sports and Fitness membership	✓	✓	✓
Digital account support	✓	✓	✓
Dedicated account manager	✓	✓	✓
Careers and Employability Centre Company Profile	✓	✓	✓
Employer access to OneFile	✓	✓	✓
Co-branding opportunities		✓	✓
First choice on promotions		✓	✓
Profile on social media		✓	✓
Free Business Essentials sessions			✓
Monthly account management visits			✓
Feature in business newsletter			✓
VIP invite to College awards ceremonies			✓

*Subject to eligibility

The overall objective is to ensure our partner sponsors receive proper recognition that reflects their level of support and sponsorship. Our approach is entirely flexible and we welcome open discussion with any potential sponsors.

Main top level sole sponsors of a workshop or facility can choose to have that facility named and branded to their company in recognition of their significant contribution and sponsorship. All campus rooms and workshops will follow a nautical naming theme, for example 'Trafalgar Navigation Suite'. If there is one main sponsor for that suite, it would be named 'The [company name] Trafalgar Navigation Suite'.



CONTACT

If you would like to join us on our exciting voyage, please contact Paul Singer using the details below to arrange an informal discussion and presentation.

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