



MK STEM

AWARDS



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Recognising Success Celebrating Excellence

In Milton Keynes & Surrounding Areas

MEDIA PACK

PARTNERSHIP OPPORTUNITIES



Tuesday, 4th March 2025

Hotel La Tour, 400 Marlborough Gate,
Milton Keynes, MK9 3FP

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Science
Technology
Engineering
Mathematics

STEM in Milton Keynes & Surrounding Areas

The future of STEM in the region's economy is promising. The area has successfully cultivated its STEM sectors for years and is recognised as one of the UK's premier Science, Engineering & Technology regions. Moving forward it is committed to gearing-up its STEM-related initiatives. STEM fields drive innovation, productivity, and competitiveness, which are essential for sustained economic growth. Advancements in science, engineering and technology fuel new industries, create highly-skilled jobs, and attract foreign investments. By focusing on STEM in business, education and research, Milton Keynes & surrounding areas has stayed at the forefront of national and global innovation including:

Industry Diversification: Diverse industry sectors, including automotive engineering, telecommunications, and advanced manufacturing. The integration of STEM expertise across these industries ensures a continued demand for STEM professionals and encourages innovation.

Government Support: The UK government recognises the importance of STEM fields and has implemented initiatives and funding schemes to promote research, innovation, and skills development. These support measures provide additional resources and incentives for STEM-focused activities.

Continued Growth: Experiencing significant population growth and economic development, attracting businesses and professionals from various sectors. This growth provides a solid foundation for the expansion of STEM industries

Education and Research: The presence of The Open University, SClot, Cranfield, MK College and other educational institutions in Milton Keynes offers opportunities for research, knowledge exchange, and skill development in STEM fields. These institutions contribute to the availability of a skilled workforce and foster innovation.

Innovation and Collaboration: Encourages collaboration between academia, industry, and government bodies to promote innovation and entrepreneurship. Initiatives like innovation centres, incubators, and business support programmes create an environment conducive to STEM-driven ventures.



The MK STEM Awards 2025

Due to the roaring success of the inaugural MK STEM Awards 2024, a dedicated STEM Awards for business, education and associated support organisations is highly welcomed by the STEM Community.

A dedicated STEM Awards in the city, has a positive impact on the STEM community. It provides a testament to an organisation's success, excellence, and the positive impact that being a force for good can bring. Awards bring tangible benefits such as:

- Recognition
- Encouraging benchmarking and continuous improvement
- Supporting employee motivation
- Being recognised by a jury of your peers
- Building industry relationships - encouraging collaboration and co-operation
- PR and Marketing opportunities

All of which contribute to the growth and success of a business or organisation.





There are many organisations supporting STEM education:

Milton Keynes STEM Festival: Annually celebrating science, engineering, and technology through interactive exhibits, workshops, and talks. Aims to engage and inspire the public, especially young people, to explore STEM subjects and careers

The National Museum of Computing: @ Bletchley Park focuses on the history & development of computing, with educational programs/workshops for students interested in STEM

The Open University: Renowned for its distance learning, offering a wide range of STEM course/programs. Flexible learning for people of all ages online courses and degree programs

MK:U (Milton Keynes University): MK:U is a new university, aiming to become a leading institution for STEM education in the city. It plans to offer innovative programs focused on technology, engineering, and digital skills.

The Institution of Engineering and Technology (IET): A professional institution supporting engineers and technicians in various industries. Organising events, workshops, and seminars to promote STEM and provide networking opportunities for professionals in Milton Keynes.

Bletchley Park: an iconic site associated with World War II codebreaking activities, now a museum and heritage centre showcasing the history of cryptography, computing, and technology. Visitors can explore exhibits on early computers, cryptography machines, and the famous Enigma machine.

STEMNET: is a UK-wide network connecting schools and colleges with professionals from STEM industries. They facilitate visits and workshops to inspire young people about careers in STEM fields. They have a regional office in Milton Keynes that supports local schools and organises STEM activities.

The National Energy Foundation (NEF): Based in Milton Keynes, the NEF is a non-profit organisation that promotes energy efficiency, sustainability, and renewable energy solutions. They provide research, consultancy, and training services in the fields of energy management, low-carbon technologies, and sustainable building design.

The Award Categories

ADVANCING WOMEN IN STEM

Individuals or organisations committed to enhancing the participation and advancement of women in STEM fields.

EDUCATION EXCELLENCE

An educational establishment or qualification provider that can demonstrate they are an inclusive place to study in terms of STEM course offering, opportunities and support for a diverse student cohort.

STUDENT SUPERSTAR (SCHOOL)

An individual aged 5-16, who is currently at school, who has shown exemplary progress in a STEM subject, through a project or initiative they have undertaken.

STUDENT SUPERSTAR (FURTHER / HIGHER EDUCATION)

An individual who is currently in full time or part time, further or higher education (college, university - incl. distance learning programme or part of an apprenticeship scheme) who has shown exemplary progress in a STEM subject, through a project or initiative they have undertaken.

TOMORROW'S LEADER

A young person (aged 16-30) who is currently working on a project to help improve a STEM initiative and who shows leadership qualities, to lead on potential STEM initiatives for the future.

SEED

A STEM start-up which has been established within the last three years and can demonstrate a strong plan for future growth in terms of innovation and / or financial growth.

ICON/LIFETIME ACHIEVEMENT

Someone who has dedicated their career to STEM and the impact they have had on a community, individual or organisation or STEM segment /area.

CHANGEMAKER / LIGHTBULB

A project or initiative that an organisation or individual has undertaken within the last three years and is doing something innovative within their industry, that makes them stand out from their competitors.

DIVERSITY, EQUITY & INCLUSION (D, E & I)

An organisation or individual that has encouraged and has shown its / their commitment to D, E & I within STEM, through their workforce (recruitment, retention & training) and / or diversity of client projects and / or involvement in an internal staff network / Employee Resource Group and / or an external network or a project / initiative they have been involved in to improve DEI.

SUSTAINABILITY

A STEM business / individual that puts sustainability at the heart of what they do and which has resulted in a positive environmental impact.

OVERALL STEM AWARD CHAMPION

The finalist who scored the highest overall.

STEM AMBASSADOR

Individuals who inspire and empower others, (particularly those from under-represented groups), through mentorship, outreach, and community initiatives that promote interest in STEM fields.

AI IMPACT

A project or initiative that showcases significant advancements in artificial intelligence, delivering measurable benefits to society or industry through continuous innovation and collaboration, while promoting a more inclusive technological future.

HEARTFELT AWARD

Personal thanks from the Founder, Meena Chander.

Benefits to Partnership

Sponsoring the MK STEM Awards event can offer numerous benefits for businesses and organisations. Here are some key advantages:

1. Community Engagement:

Sponsorship helps foster strong ties with the local community, showcasing your commitment to supporting education and innovation.

2. Brand Visibility:

Your company's name and logo will be prominently displayed at the event and in promotional materials, increasing brand awareness among attendees and participants.

3. Networking Opportunities:

The event provides a platform to connect with educators, students, and other businesses, potentially leading to partnerships and collaborations.

4. Talent Attraction:

By engaging with students and educators, you can identify and attract future talent, building a pipeline for internships or job placements.

5. Positive Brand Image:

Supporting education and STEM initiatives enhances your corporate social responsibility profile, portraying your company as a leader in community support and innovation.

6. Customer Loyalty:

Many consumers prefer to support businesses that contribute to their communities, potentially increasing customer loyalty and enhancing your reputation.

7. Industry Leadership:

Being involved in local STEM initiatives positions your company as a leader in the industry, demonstrating a commitment to the development of future professionals.

8. Employee Engagement:

Involving employees in the sponsorship and event activities can boost morale and foster a sense of pride in the company's community involvement.

9. Content Opportunities:

You can leverage the sponsorship for marketing content, including social media posts, press releases, and case studies, showcasing your commitment to STEM.

10. Impact Measurement:

Sponsorship allows you to contribute to meaningful initiatives that can be measured in terms of community impact and educational outcomes, providing valuable insights for future projects.

Overall, sponsoring a local STEM awards program can enhance your organisation's visibility and reputation while contributing positively to the community and the future workforce.

The UK government is currently implementing and/or planning a number of initiatives to support STEM in the next five years:



The STEM Futures Programme: A partnership of organisations to exchange and promote science, technology, engineering, and mathematics (STEM).

National Skills Fund: to invest in high-quality education and training opportunities for adults. This fund aims to support individuals in gaining new skills, including STEM-related skills, through various training programs and courses.

Increased Funding for STEM Education: Pledged to invest in STEM education, with a focus on encouraging more students to pursue STEM subjects at school and university. This includes funding initiatives to enhance the quality of STEM teaching and provide resources for schools and colleges.

Apprenticeships and Vocational Training: Emphasising the importance of apprenticeships and vocational training as pathways to gain practical skills in STEM fields. GOVUK has introduced various schemes to promote apprenticeships and provide financial incentives to both employers and apprentices.

Research and Innovation Funding: Committed to increasing funding for research and development, including in STEM disciplines. This investment aims to support scientific research, technological advancements, and innovation across various sectors, fostering a conducive environment for STEM-related industries.

Industry-Academia Collaboration: GOVUK encourages collaborations between academia and industry to bridge the gap between theoretical knowledge and practical application. These partnerships can help align educational curricula with industry needs and provide students with opportunities for real-world experience.

STEM Outreach and Engagement: Recognising the importance of engaging young people in STEM from an early age. Supporting outreach programs, initiatives, and competitions that aim to inspire and nurture the next generation of scientists, engineers, and mathematicians. These efforts can include funding for STEM clubs, science festivals, and mentoring schemes.

Gender Equality and Diversity: Working towards increasing gender equality and diversity in STEM fields. It supports initiatives that encourage more women and underrepresented groups to pursue careers in STEM, aiming to create a more inclusive and diverse workforce.



Headline Sponsor

£15,500.00*

1 AVAILABLE

- Sponsors of 1 Young Person to attend event (randomly chosen out of finalists)
- Podcast
- Full Press Interview
- Branding of Table by Sponsor
- Exhibitor space for pop-up in drinks area
- Drinks Reception Branding - branded coasters or glass stems
- Keynote Speech at event
- Category Sponsorship of STEM Champion Award (incl. judging of award category)
- 1 x table (10 tickets)
- Wine / soft drinks on table
- Marketing: logo on website, on marketing collateral, photo backdrop, full ad in event programme (double spread), bottle of champagne (or non-alcoholic) on table
- Provide mentorship for STEM Champion (winner) for a minimum of 3 months
- Promotional Video from Sponsor for Social media and for showcase on the night

Platinum

£12,500.00*

1 AVAILABLE

- Exhibitor space for pop-up in drinks area
- 8 tickets to event
- Wine / soft drinks for 8 people
- Production Sponsor - logo on presentation slides
- Canapé Sponsor - branded napkins
- Marketing: logo on website, on marketing collateral, photo backdrop, full ad in event programme (single spread)
- Full single page ad in programme
- Exhibitor space for pop-up in drinks area
- Additional tickets - 25% discount
- Award category sponsorship of chosen award (incl. judging of chosen award category)

Award Sponsor

£1,500.00*

12 AVAILABLE

- Sponsorship of an Award Category (incl. judging of award category)
- Marketing: logo on website, on marketing collateral, photo backdrop ,
- 1 x ticket to event
- Exhibitor space for pop-up in drinks area

Gold

£10,500.00*

2 AVAILABLE

- Entertainment Sponsor
- Exhibitor space for pop-up in drinks area
- 5 tickets to event
- Wine / soft drinks for 5 people on table
- 1/2 page ad in programme
- 15% discount (up to 5 add. tickets)
- Award category sponsorship of chosen award (incl. judging of award category)
- Marketing: logo on website, on marketing collateral, photo backdrop, 1/2 page ad in event programme

Silver

£6,500.00*

2 AVAILABLE

- 5 tickets to event
- Wine / soft drinks for 5 people on table
- 1/4 page ad in programme
- Marketing: logo on website, on marketing collateral, photo backdrop, 1/4 ad in event programme
- Exhibitor space for pop-up in drinks area

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