

SkillsDenmark Sponsorships

Support vocational training, young people and the
labour market of the future



Who are we?

SkillsDenmark is a **non-profit organisation that promotes vocational education and training (VET)** and skills enhancement for young people in Denmark. We work with the Ministry of Education, trade committees, vocational colleges, foundations and companies to celebrate skilled workers and make sure VET is firmly on the agenda.

Our main activities

- DM in Skills
- MiniSkills
- The National Skills Team
- 2025 EuroSkills in Herning



DM in Skills

DM in Skills is the national championship. It is **Denmark's biggest annual VET event**, regularly attracting 50–60,000 visitors. The top **300 VET trainees** present their skills in a wide range of trades – from cabinetmaking to bricklaying to digital graphics.

The event showcases and hones young talent and gives young people considering VET a taste of the options available to them. Demonstrations, workshops and activities provide hands-on experience in various trades.

The competition aims to **enhance the status and recognition of vocational education** at home and on the international competition scene.





Skills for the future

In a hyper-digital world focused on academic exams, youngsters often don't even consider learning a trade. Some mistakenly believe vocational training is only for those not good enough to go to upper-secondary school or university.

The trend is clear. The number of skilled workers approaching retirement far outstrips the number of apprentices. This **shortage of skilled workers threatens Denmark's competitiveness, welfare and ability to implement the**

much-needed green transition.

SkillsDenmark is committed to reversing this trend by showcasing the breadth and quality of VET and the many exciting career opportunities it opens up.

Supporting the SkillsDenmark mission helps build a robust, competent and sustainable workforce equipped to tackle the challenges of the future.

Play your part

The success of our mission depends on close partnerships. SkillsDenmark's sponsors play a crucial role in shaping the labour market and ensuring Denmark continues to have a strong and highly skilled workforce.

Our sponsors are also **directly associated with a cause that enjoys widespread support** and is on the political and public radar more than ever before.

Your support will strengthen your brand, create **valuable connections with the consumers and other market players of today and tomorrow** and position your company as future-oriented and value-driven.

Nurturing talent

As well as increasing enrolment numbers in VET, our work provides **the most talented and skilled young workers in Denmark with the opportunity to excel** and reach their full potential.

Competitions like the DM in Skills allow the most talented to show what they can do and compete to be best in their field – at home and abroad. The National Skills Team is a vital part of our mission. Talented youngsters **represent Denmark at prestigious international championships such as**

EuroSkills and WorldSkills, competing with the best in their discipline. The results speak for themselves and prove Denmark is right up there at the top.

You can help to ensure Denmark continues to provide your company and the rest of the labour market with a strong pool of talented, skilled workers.



Reach a wider audience

SkillsDenmark targets young people who are considering or are already in VET. Many of them take part in or watch events like the DM in Skills, the Skills Relay and MiniSkills.

As a sponsor, you signal to those young people, their parents and teachers that you support their passion and want to help them develop it as fully as possible.

Your support will be **visible not**

only to the consumers of today and tomorrow but also to the entire network of companies, educational institutions, politicians and media outlets who interact with SkillsDenmark through our operations, events, activities, publicity and communication campaigns.

“We support skills – especially youngsters eminently good at what they do – their abilities are truly impressive. We also think it’s crucial all young people receive education and training, and SkillsDenmark plays a crucial role in that.”

ENGEL Workware – Rikke Kirk Svendstrup

“

“We’ve received a lot of positive feedback from our private and business customers, who are delighted that we are the main sponsor for SkillsDenmark.”

Arbejdernes Landsbank – John Markussen

Sponsorship packages

You can partner SkillsDenmark in various ways:

Co-sponsor

Join the team and show your support for vocational education and young talent.

SkillsDenmark sponsor

A sponsorship with multiple benefits and opportunities for year-round exposure.

Main sponsor

An industry-exclusive annual partnership, with activation help and all the other options on offer.

DM/Event partner

Join us and be part of the DM in Skills.

Official product sponsors

Your product, our platform – make your mark at every event.

Sponsor for the National Skills Team

Help young Danish talent compete at international championships such as EuroSkills and WorldSkills.

Exposure

SkillsDenmark's partners have access to a wide range of unique opportunities. Using the SkillsDenmark brand in your marketing associates your brand with your trade, nurturing talent, VET programmes, young people and the labour market of the future.

Strengthen your brand through:

- **exposure and publicity** on SkillsDenmark's print and digital platforms (website, social media, banners, e-mail signatures, etc.)
- **Using the SkillsDenmark name and logo** in your marketing
- **physical presence** at our events, where you can meet your target group and tell your company's story.

Activation

SkillsDenmark sponsorships are **not just limited to a single annual event** like the DM in Skills. SkillsDenmark produces content throughout the year and works with you to share your messaging on our platforms as well as yours. Together, we create engaging content that resonates and reinforces our shared vision all year round.





Participation in the DM in Skills

As a SkillsDenmark sponsor, you will have a significant presence at the DM in Skills and many other options, e.g.:

- **feature** on signs, banners and screens leading up to and during the event
- **present your company** and interact with visitors at your own stand
- **access to** VIP and networking events and areas
- **your name** on awards, goodie bags or similar.

Services by package (page 1)

	Co-sponsor DKK 65,000	SkillsDenmark Sponsor DKK 170,000	Main Sponsor DKK 400,000	DM/Event partner DKK 600,000	Official Product Sponsor
Industry exclusivity	No	No	Yes	Yes	No
Membership of sponsor club/network					
Participation in networking events	Yes	Yes	Yes	Yes	Yes
Right to use the SkillsDenmark logo and imagery					
Right to use the SkillsDenmark logo on websites, e-mails, marketing, etc.	Yes	Yes	Yes	Yes	Yes
Coverage in SkillsDenmark's newsletter					
New sponsorship agreements are reported in SkillsDenmark's newsletter	No	Yes	Yes x 2	Yes x 2	Yes
Publicity in SkillsDenmark's external communications (differentiated)					
E-mail signatures, publications, and more.	No	Yes	Yes	Yes	Yes
Exposure on SkillsDenmark's website, social media, etc. (differentiated)					
Logo on website	Yes	Yes	Yes	Yes	Yes
Joint posts on social media	Yes	Yes	Yes	Yes	Yes
Individual posts on social media	No	Yes	Yes	Yes	Yes
Exposure in communications about the DM in Skills(differentiated)					
Exposure on posters	No	Yes	Yes	Yes	Yes
Exposure during the DM in Skills(differentiated)					
Exposure on interior and exterior signage and banners	Yes	Yes	Yes	Yes	Yes
Representation on other printed matter	No	Yes	Yes	Yes	No
Exposure at opening/closing events	Yes	Yes	Yes	Yes	Yes
Exposure during other SkillsDenmark events (differentiated)					
Logo exposure on SkillsDenmark roll-ups and other banners, etc.	No	No	Yes	Yes	No

Services by package (page 2)

	Co-sponsor DKK 65,000	SkillsDenmark Sponsor DKK 170,000	Main Sponsor DKK 400,000	DM/Event partner DKK 600,000	Official Product Sponsor
Stands (or discounts on stands) at the DM in Skills					
Free stand at the DM in Skills	No	12 m²	24 m²	36 m²	No
Discount on bigger stand	No	No	Yes	Yes	No
Sponsorship of awards at the DM in Skills					
Opportunity to sponsor a special award at the DM in Skills	No	Yes	Yes	Yes	Yes
Right of first refusal	No	No	Yes	Yes	No
Participation at the DM in Skills	Free	Free	Free	Free	Free
Participation at VIP event during the DM in Skills					
X number of participants at VIP event/VIP dinner	2	2	8	8	2
Participation in EuroSkills and WorldSkills?					
Travel to EuroSkills		Extra	2		Extra
Travel to WorldSkills		Extra	Extra		Extra
Corporate events during the DM in Skills					
Option for a company guided tour during the DM in Skills	No	No	Yes	Yes	Yes
Guided tour during the National Skills Championship					
Participation in general guided tour for sponsors	Yes	Yes	Yes	Yes	Yes
Individual guided tour option	No	Yes	Yes	Yes	Yes
Photo opportunities during the DM in Skills					
Potential photo opportunities with VIPs, winners, etc.	No	No	Yes	Yes	No
VIP lounge during the DM in Skills					
Access to VIP lounge during the DM in Skills	Yes	Yes	Yes	Yes	Yes

Services by package (page 3)

	Co-sponsor DKK 65,000	SkillsDenmark Sponsor DKK 170,000	Main Sponsor DKK 400,000	DM/Event partner DKK 600,000	Official Product Sponsor
Membership of sponsor networks					
Participation in networking events	Yes	Yes	Yes	Yes	Yes
Possibility of company event/lecture (not during the DM in Skills)					
SkillsDenmark lectures at the company/organisation	No	Yes	Yes	Yes	Yes
Annual content cycle – content calendar					
Content for sponsorship activation x times a year	4	6	12	By arrangement	6
Activation support					
Ongoing recommendations and activation support from SkillsDenmark	No	No	Yes	Yes	No
Internal or external resources					
Right of first refusal for sponsorship in subsequent year(s)	No	No	Yes	Yes	Yes

SkillsDenmark

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