Valuing Education

Partnership Proposal
What’s the TRUE value of education?

It’s difficult to quantify, but we do know that opportunities multiply with the right qualifications.

A good educational base means a win-win outcome for the individual, employer and country.

For the first, the reward entails personal development, increased self-confidence and the ability to attain self-fulfilment. The employer can depend upon a skilled and more competitive workforce from which to recruit, as well as brighter ideas, creative problem-solving and potentially higher profits. And the national benefit sees education translating into a burgeoning culture of scholarship and economic growth.

However, anecdotal evidence and research suggests that an alarming number of persons within our community do not appreciate education’s worth. As such, they have failed to take the necessary steps either to acquire it for themselves or to reinforce its value to the next generation.

As the ministry responsible for human capital development, we accordingly want to see that change.

This April, we will launch an initiative aimed at improving public perception regarding the value of education. Over a three-month period, the following seven pro-education themes will be condensed into high-impact high-visibility messaging:

Valuing:

• Early years education;
• Learning as a family;
• Reading and literacy;
• Compulsory education;
• Educators;
• Further education; and,
• Life-long learning
**Media Campaign Options**

We invite you to partner with us, investing in an initiative which will mark the beginning of a significant cultural shift.

In return, receive title sponsorship for one of our print or electronic media campaigns and the prestige of being associated with a movement of national importance.

*Option 1: Graphically Displayed*
- Billboards $2,800
- Tent cards, decals & other point-of-sale display - $2,000
- Print ad package A - $4,060
- Print ad package B - $4,060

*Option 2: At the Cinema*
- One month $3,000
- Two months $5,700
- Three months $8,100

*Option 3: In the Limelight (television)*
- One month – $1,800
- Two months - $3,600
- Three months - $5,400

*Option 4: On the Airwaves*
- Radio Cayman - $2,850
- Rooster - $4,550

*Option 5: Already Onboard*
If you already have printed materials that are either inserted weekly into local papers or distributed island-wide, we can supply artwork for a small banner ad which can easily be added to your insert/flyer.

*Note:* Every ad in options 1- 4 will include the message: “*Brought to you by sponsor’s name*”

*Expressions of interest may be communicated either by calling Kimberly Huggins on 244-3151 or emailing her at Kimberly.Huggins@gov.ky.*