

Sponsorship

This chapter is a brief guide to getting sponsorship, and what to expect from it.

The major topics covered here are:

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Sponsors and sponsorship

Probably the best and most comprehensive way of raising extra finance to help you through higher education is sponsorship. It gives you money during term time and paid work during the vacations.

In this chapter we turn the spotlight on sponsorship, on the changes to the sponsorship market that have been taking place recently, and on some of the companies most likely to offer sponsorship.

What is sponsorship?

You've heard of big companies sponsoring events such as the London Marathon, the FA Cup and cricket test matches. It means that they back the event with money. In the same way, an organisation could sponsor you through university.

Fast facts on sponsorship

Who gives it?	Major companies
When?	<ul style="list-style-type: none"> • For a full course • After first year of study • After industrial placement • For final study year
To whom?	Degree and HND students
Most sponsored subject	Engineering
Most likely sponsors	Manufacturing and production companies
What it's worth	£2,000 approx. p.a. bursary £1,208 per month approx. work periods
Other plus points	Work experience – industrial placement, additional skills.
Will it secure a job?	Helpful, but no guarantee

Who gives sponsorship?

- ▶ Employers – mainly large companies, banks, accountancy firms, etc. (see also the Power Academy, page 180).
- ▶ The three armed forces (see page 192).

- ▶ Ministry of Defence – Defence Engineering and Science Group (DESG) www.desg.mod.uk (see page 181).
- ▶ Professional bodies, e.g. the Institution of Mechanical Engineers (IMechE) (see page 204).
- ▶ Universities, on behalf of employers.

Sponsorship of university students has been going on for many years. It was originally started to attract more young people into engineering. Even today, engineering is the major area where sponsorship can be found.

Why do companies give sponsorship?

The reasons most often given by employers are: to have access to high-quality students before they graduate, with the hope of future employment; to assess students over a longer period as potential employees; to develop a student's skills and have an input into their training; to publicise the company as a potential employer among other students. Or in their own words:

'Opportunity to see trainees in work situations before graduation.'

'Input of fresh ideas into the company.'

'Gives students a chance to look at us and us a chance to look at them before job offer made.'

How does sponsorship work?

There are no hard-and-fast rules – every company devises its own scheme. In principle it works like this.

As a sponsored student you would get training, work experience and financial help while at college – to varying extents, depending on the company scheme. You might be asked to work for a whole year in the company either before or during your course; you might be expected to work only during the summer vacations.

In return, the sponsor gets the opportunity to develop close ties with 'a potentially good employee' and to influence your development. There is generally no commitment on either side to employment after the sponsorship. However, since the company has invested a considerable amount of money in you as a student, it is unlikely not to offer you a job.

Check out the Power Academy

The Power Academy is an engineering scholarship fund launched in 2004 for students studying an IET-accredited (Institute of Engineering and Technology) degree course at a partner university. It is backed by the Institution of Engineering and Technology, seven universities and 16 companies in the power industry. There are over 60 scholarships available in 2009 to students studying at the University of Bath, University of Cardiff, Imperial College London, University of Strathclyde, University of Manchester, University of Southampton and Queen's University, Belfast, for the full length of their course.

The sponsorship offers:

- ▶ £2,200 annual bursary
- ▶ payment towards university fees
- ▶ £220 book allowance
- ▶ summer vacation work
- ▶ free membership of the IET

- ▶ annual seminar for all PA-sponsored students.

Why such generosity? The Power Academy was set up because there is a shortage of good power graduates coming out of our universities, and the industry could be facing a crisis. It is anticipated that 25% of the power industry's current engineering workforce will retire over the next 15 years, and there are not enough good people around to fill the vacancies. So it looks as if there could be some good jobs available in the future.

The companies involved include CE Electric, E.ON, EDF Energy, National Grid, Scottish and Southern Energy, Scottish Power, Western Power Distribution, EA Technology, Siemens, ABB, AREVA T&D, Atkins Power, RWE npower, Rolls-Royce, UKAEA and NIE.

To find out more, log on to www.theiet.org/poweracademy.

What would sponsorship mean to me?

There are many types of sponsorship. Generally, a sponsorship will include a bursary given while you are studying, and paid work experience, which is usually at the going rate for somebody of your age. In financial terms, it would probably mean that you would be around £40–£80 a week better off than your contemporaries during term time, with guaranteed work for at least eight weeks during the summer. But it's not just about money – the work experience and training are valuable assets, too.

The question of cash

Looking at it purely in cash terms:

- ▶ £1,500–£3,500 annual bursary, average £2,000 approx. Given during academic study. For manufacturing and production students it could be higher. The armed forces give higher rates still, but they have a different kind of arrangement.
- ▶ Salary £1,200–£1,500 monthly, but could be more. This is what you could expect to earn when working for your sponsor. However, salaries are generally age related, so a third-year student would earn appreciably more than a pre-university student.

Employers' additional costs

From the employer's point of view, the costs don't stop there. Generally a sponsorship includes training, which may well mean several weeks at their training centre. Some companies provide a personal tutor for students. There are also courses and meetings to arrange work experience. All this takes time, and time costs money. Every time somebody stops to tell you how to do something, it's work time lost to the employer.

Will my sponsorship bursary affect what I get as my financial support package?

Any scholarship or sponsorship you receive should not be included when calculating how much loan, grant and uni bursary you can have. Money earned during vacations is also not included. So for a normal sponsorship the answer is probably no.

Ministry of Defence DESG sponsorship scheme

- ▶ The aim of the DESG (Defence Engineering and Science Group) Student Sponsorship Scheme is to help you explore the variety of careers available in the Ministry of Defence while gaining valuable work experience.
- ▶ There is no commitment to work for the MoD on graduation, but obviously they hope that you will.
- ▶ A bursary of £1,500 p.a. will be given while studying.

- ▶ 10 weeks' guaranteed work experience at a MoD establishment in the UK is given during summer vacations; pay based on an annual salary of £14,025. (Salary review in August.)
- ▶ Work placements are designed to give valuable experience to engineers and scientists, so expect a challenging project that will make a real difference to the team you are working with.
- ▶ All students will be assigned a mentor who will help them select summer placements and provide advice on professional development.
- ▶ The scheme is open to those studying an approved engineering or science degree in a UK university and who are likely to achieve a 2:2 degree or better. (See their website for subject list.)
- ▶ Check www.desg.mod.uk/downloads/sponsorship_fact_sheet.pdf for more details and www.desg.mod.uk for online application form and to sift through the exercises.

Application for sponsorship

How do I get sponsored?

1. You apply to a company that offers sponsorships. These are generally offered to students doing specific subjects.
2. You are offered sponsorship after a period of work experience.
3. Your university has contacts with employers.

What subjects are most likely to attract sponsorship?

Engineering outstrips any other subject, with the largest number of sponsorships being found in the manufacturing and production sector. However, there are opportunities for civil engineers in the construction industry.

Many employers look for subjects with a close link to their own business activities. Good examples are food science, quantity surveying and polymer technology. So if you feel you are studying a degree relevant to a company's business it is worth a try.

Any discipline: a few organisations, especially in the financial sector, will sponsor people on any degree course, but you have to have an interest in finance.

When could I get sponsorship?

- ▶ After A levels or BTEC for a full degree or HND course.
- ▶ After a gap year spent with a company between A levels and higher education.
- ▶ After your first year of study.
- ▶ After a successful period of work experience or an industrial placement year.
- ▶ For your final year of study.

While sponsorships are still given to A level students for their full three to four years of academic study, more and more companies are choosing to sponsor students later in their degree course, when a commitment to the subject has been established. Work placements and sponsorships are now considered to be one of the best graduate recruitment tools by large employers.

'The sponsorship market has changed. Companies have certainly cut back on numbers and many offer only a final-year sponsorship, but I think it has reached its trough. Many of the smaller organisations that only want one or two sponsorship students are now going straight to the universities of their choice and asking for who they want. This is largely to avoid having to deal with the thousands of applications which advertising in our publication would engender. There are some good sponsorships around which are well worth going after.'

The University Schools Liaison Officer of IMechE

What to expect when applying for sponsorship

The application form

These are more likely to be online than paper forms and you need to think carefully when filling them in, because you only get one chance. Mess it up, and your application will go no further.

Employers are – quite naturally – looking for the brightest and best students to sponsor; they want to have the pick of the potential high-flyers at an early stage. If you are applying for sponsorship before you start university, you may only have GCSE results, possibly some AS level results and a head teacher's report to show what you are capable of. This can be tough on those who wake up academically after GCSE or who really excel only in their one chosen subject. But good employers are more aware than you might expect; selection is not on academic qualifications alone.

Sponsors are looking for signs of those additional qualities needed to succeed in your chosen career: leadership potential, the ability to grasp ideas quickly

and to work in a team. They want ambitious, innovative, get-up-and-go people who can think for themselves and get things done. So if your GCSE grades slipped a bit – or, as one student we interviewed put it, ‘you look like Mr Average on paper’ – think through what else you have been doing. Playing in the football or hockey team; helping out at the local club; hiking across Europe; getting a pop group together – it could help to redress the balance. Remember: the application form is the first weeding-out process and you are up against stiff competition. This is no time for false modesty – you’ve got to sell yourself for all you’re worth.

The interview

Interviews vary enormously. Some companies give a full-scale assessment with psychometric testing and tricky questioning, and watch how you respond to certain situations. Others are much more laid back and go for a straight interview. Whatever the process, if you are an A level student it will probably be something quite new to you. Don’t worry. The company will be fully aware of this and will not ask you to do something you are not capable of. Remember, too, that your competitors will be in much the same position.

Still, don’t expect an easy time at an interview.

How Alex got her sponsorship



Alex is 21 and in her fourth year at Manchester University. This is her story.

‘Out of the blue a letter arrived from Manchester University saying Procter & Gamble were offering sponsorships and would I like to apply? Would I! I had applied to Manchester University to study chemical engineering with chemistry; I had a provisional place, but A levels were still several months away. If I was interested, I had to apply direct to P&G – online.

‘Having filled in my application form, I was then asked to complete a “personality test”, again online.

‘Next I went to Manchester to take yet another test, this time “critical thinking”. This was in two parts – an English section and a lateral thinking section. I was told it was the same test given to graduates wanting to join

the company. It was not exactly difficult, but certainly challenging. I think if you didn't have an engineer's mind you might struggle. We were told the results right away.

'Two weeks later I was back in Manchester for an interview. I was very nervous and a bit scared. By now I had learnt this was a new sponsorship programme being set up and that there were just two or possibly three sponsorships available – 25 students had applied. My chances of success were slim.

'I had never done anything like this before. It was a one-to-one interview with the head of the sponsorship programme. Most of the questions were based on how you would cope in difficult situations and leading a team – and they wanted examples. Fortunately I had been on the Duke of Edinburgh's Award Scheme, so I had plenty of examples of leadership. But it was tough. You had to think on your feet, and concentrate hard.'

Alex was successful. In her first year she received a bursary during her academic year and then worked for P&G at a plant in Essex for around 11 weeks during the summer. She was engaged on the environmental side and undertook her own project. Having paid for her accommodation in Essex, she used some of the money she earned, about £4,200, to pay off her university debts of around £2,000. Of her work experience she says: 'It was brilliant, the P&G people were very welcoming and supportive. I learnt a lot about day-to-day life and issues of working in a process plant as well as developing my technical knowledge. I also made some good friends.'

The following summer Alex worked at P&G's Manchester plant, so she could stay in the house where she currently lives. She undertook two projects: one involved looking at new equipment, and the other gave her experience in day-to-day production on the plant. The highlight of her internship was a business trip with another employee to Poland where she had a fantastic few days in Warsaw. The internship lasted 10 weeks and she earned £1,650 a month. She used the money to have a good time, go on holiday and pay off her overdraft. For her final vacation she was given

the option by P&G to have the summer off and not do an internship, which she took, and travelled in India and Spain. She now has the promise of a graduate job with P&G in process engineering management starting in September on a salary of a minimum of £28,500, all as a result of her sponsorship. She feels she is lucky. As she says: 'Chemical engineering jobs do seem to be more difficult to obtain this year.'

What Alex received:

1st year Bursary of £1,500 p.a. (she used this to cover her fees and books)
 10 weeks' guaranteed work experience during the summer (she did 11 weeks)
 Pay of £1,650 a month – £4,200 in total
 Entrée to the P&G staff shop – 'Anyone fancy a Pringle'?

2nd year Bursary of £1,500 p.a.
 10 weeks' guaranteed work during the summer at £1,650 a month

3rd year Bursary of £2,000 p.a.

4th year Bursary of £2,000
 Graduate job starting in September

Estimated total: £14,900

Work experience

Students gain amazing experience during placements, but make sure it is the right experience for you. It is important not to be so mesmerised by the bursary money that you don't consider what the company offering sponsorship does and whether it can provide experience that will help your career. The downside to a sponsorship is that during your degree all your work experience will be in one company and, because of this, it can shape the direction of your future career. When you go for your interview ask about the experience and training you can expect and the skills you will acquire.

Thrift Tips



'Get a bike.'

1st year Geography student, St Andrews

'Swap socialising for work so you don't drink.'

2nd year Politics/Philosophy student, Durham

'Make roll-ups out of cigarette butts.'

2nd year English student, Sussex

Terms and conditions

How much time do I have to spend with my sponsor?

Some sponsors demand you spend a year working with them either during your course or for a gap year before university. Others give you the choice. Most stipulate summer vacation work of six to eight weeks. Students often ask for more and may do Easter vacation work as well. Engineering firms are generally more demanding and the sponsorship is more likely to be geared to a sandwich course, so you could be looking at a full year in industry plus two summer vacation placements.

Planned vacation work

Some companies will hold special vacation planning sessions. These are usually during the Easter vacation and can last anything up to a week. During these sessions you would plan with your sponsor how you want to spend your summer vacation time.

Comment: sponsors occasionally allow their sponsored students to gain experience in other companies during vacations, as they feel that it will help to broaden their mind and knowledge. But most are loath to do so, for obvious reasons.

It's a fact



Employers recruit from students who undertake work experience with them. Employers offer work experience/sponsorship as part of their recruitment strategy.

Am I obliged to join my sponsor after graduating? Are they obliged to employ me?

No, you are not obliged to join your sponsoring company after graduating, unless it says so in your contract. Equally, they are not obliged to offer you a job. But there is no doubt that companies are taking a tougher stand these days, and seeking value for money from their sponsorships. For example:

advice note



The armed forces are slightly different from other employers; they have always included service as part of their sponsorship schemes.

- ▶ some companies will stop your bursary payment for the final year if you don't agree to join them after graduating
- ▶ a few companies demand reimbursement of their sponsorship money if you don't join them. You would have been informed of this before you agreed to a sponsorship
- ▶ some companies only give sponsorship for the final year after a job offer has been accepted.

Can my sponsor terminate my sponsorship?

Sponsorship is a legal contract. Look at the terms carefully. Most agreements will have a clause that allows the employer to withdraw if your academic performance is unsatisfactory. There may be other clauses you should watch out for.

What exactly is meant by academic performance?

If you fail the odd exam, you're probably all right, but if your end-of-year results are so bad that you have to repeat the year, you may find that your sponsor is no longer interested.

Other aspects to consider

How do I choose a sponsor?

'Be practical – go for the cash' was one student's advice on selecting a sponsor. Certainly cash is something to bear in mind, but there are many other factors to consider.

- ▶ Compare salaries for work experience and bursaries: the plus on one might cancel out the minus on the other.

- ▶ Check out the training for engineers – is the training accredited by the appropriate institution? – and the experience: is it a well-organised programme of development or are you just another pair of hands?
- ▶ Talk to students on the scheme: find out about projects undertaken; how many sponsored students joined the company as graduates?
- ▶ Where would you be located? Do they provide accommodation if away from home? Are there opportunities to gain experience abroad?
- ▶ Finally, ask yourself: is this the kind of company where you would want to make your career?

advice note



- ▶ Make sure any literature you are reading on sponsorship is up to date – school and college careers libraries are notorious for displaying last year's information.
- ▶ Look at your contract in detail and, above all, check the small print.
- ▶ Question your sponsor; they will respect you for that.

When should I apply for sponsorship?

- ▶ Full degree course sponsorship: some companies offer sponsorship for your full degree course. Applications for these schemes should be made early in your final school year, and at least by the time you send in your UCAS form.
- ▶ Second-year degree course sponsorship: some sponsors like to see commitment to your course before offering sponsorship. Applications should be made early in your first year at university. Ask your department head for likely sponsors.
- ▶ Final-year degree course sponsorship: increasingly, employers are offering sponsorship to students for just the final year of their degree course. Often this will be offered after a successful industrial placement year or summer vacation period. Employers offering sponsorship at this stage will expect students to agree to join them after graduation.

Jono's sponsorship



I went to Loughborough to study mechanical engineering, but a week after getting there I was asked if I would like to be a guinea pig. They were starting up a completely new course called Innovative Manufacturing and Technology. If I took the course I would get sponsorship – a bursary of £500 a year for the first two years and then £1,000 for the next two years. It wasn't the money that decided me: the course was really interesting;

I liked the idea of doing something so new. There were only three students on the course. Another feature of the course was that the sponsorship came from a mix of companies, so you received a wide range of work experience and work in a number of different companies such as Perkins, Bentley, Morgan, Caterpillar – all good names.

What's the competition for sponsorship?

Phenomenal. All sponsors say that applications outstrip sponsorships available, and it is getting worse – so get in early. The earlier you apply the better. Applications for full course sponsorship should have been made by the time you send in your UCAS form.

What is a sponsor looking for?

A straw poll of sponsors suggested that sponsors favour students with:

- ▶ good A level (or equivalent) grades
- ▶ maturity
- ▶ potential
- ▶ ambition
- ▶ evident team skills
- ▶ sense of humour
- ▶ hard-working attitude
- ▶ ability to get a good second-class degree
- ▶ interest in their degree topic
- ▶ ability to assimilate information and learn quickly
- ▶ a spark that sets you apart from the rest
- ▶ business awareness
- ▶ interpersonal skills.

Which comes first: UCAS or sponsorship?

They both come at once, which makes for complications. However, both sides are aware of this, so a system has been worked out.

First you should discover whether a sponsor you are interested in requires you to gain a place on a particular course – if so, you should name that course on your UCAS form.

However, it could happen that an employer you had not originally been very interested in offers you a sponsorship with the proviso that you gain a place on a course not named in your selection on your application form. While UCAS

does not generally allow students to make alterations to their original application, in the case of sponsorship they usually relax this rule.

What about deferred entry?

Another complication is whether you want deferred entry or not. If you get sponsorship, your sponsor may require you to do a pre-degree year in industry, but at application time you may not know this. If in doubt, apply for the current year. It is always easier to ask a university to defer your entry rather than bring it forward. On some courses, especially popular courses such as law, deferment may be more difficult to arrange.

Will my university find me sponsorship?

If you are accepted on to a course either conditionally or unconditionally, it is always a good idea to ask the course director if they know of any sponsoring companies. Often they will have a list. Some students will find that they are automatically offered sponsors to apply to, and on some courses that are actually sponsored by employers, the sponsors are involved in the selection procedure. College prospectuses may give you some guidance. A number of universities advertise sponsored courses in *Engineering Opportunities for School Leavers, Students and Graduates* – for details see ‘What to read’ at the end of this chapter.

Not all sponsors advertise

If you look down the list of sponsors in most sponsorship books, you will be surprised how many large companies appear not to offer sponsorship or work experience, yet in fact they do. Many companies just don’t bother to advertise – the requests flood in anyway. Others have special relationships with selected schools or universities. So just because a company doesn’t advertise sponsorship, that shouldn’t stop you from asking.

FACTS and FIGURES



- ▶ Median starting salary paid to graduates in 2009 – £25,000 p.a., unchanged from last year. (AGR *Graduate Recruitment Winter Review 2008*).
- ▶ 334,890 first-degree students – a record number – graduated from higher education institutions in the UK in 2007/08. (HESA release 2009)
- ▶ Typical sponsors are large firms with 1,000–9,000 employees. (ASET figures)
- ▶ Approximately 120,000 students in the UK are enrolled on sandwich courses. (ASET figures)

Don't forget the smaller companies

If you're thinking in terms of your CV, it must be admitted that a well-known name will carry more weight than a smaller company. But with a smaller, little-known company there is less competition. Perhaps more important, you are likely to be treated as an individual. You may well be the only sponsored student they have and you can develop your own training and experience package. Of course, if they have no experience of sponsored students, they may not know what you are capable of and what experience you should be getting. So you could find you have to stand up for yourself.

Is it best to apply to local companies?

It is always best to apply to a company that interests you. Nevertheless, some companies do prefer to take on local people. From their point of view, there is no accommodation problem when it comes to work experience, and statistics show that many students want to return to their home town to work when they complete their studies. So the company is more likely to keep the sponsored student as an employee.

Will sponsorship be good for my CV?

Yes, but with reservations: 73% of the companies we asked said sponsorship was a plus point. The others felt that it made little difference. A careers adviser at Bath University said that, while sponsorship on your CV shows that you have been 'selected', it was the work experience that would be seen as the important element on a CV.

Of course, prospective employers will probably ask why you didn't join the company that sponsored you, so you will need to have a well-phrased answer. Most employers realise that a decision made at the age of 18 may not look so right when you are 22. It's always worth remembering that your would-be new employer may write to your sponsor for a reference, so it's important to leave your sponsoring company on good terms.

Should I try the armed forces?

The three armed forces offer very generous sponsorships, which can cover fees and full living costs. But their Cadetship and Bursary schemes are not

open ended. There is a service commitment involved and those taking them up should think very carefully about what they are getting involved in. Full details are available from:

- ▶ Army Officer Entry, Freepost LON15 445, Bristol BS38 7UE. Tel: 08457 300111. Websites: www.army.mod.uk/ (for students looking for an army career); www.armyjobs.mod.uk/.
- ▶ Royal Air Force, Officer Careers, Freepost 4335, Bristol BS1 3YX. Tel: 0845 605 5555; website: www.raf.mod.uk/careers.
- ▶ Royal Navy and Royal Marines Careers Service, Dept BR211, FREEPOST GL672, Cirencester GL7 1BR. Tel: 0845 607 5555; website: www.royalnavy.mod.uk.

Will I pay tax on my bursary?

You do not have to pay tax on a bursary. But if your annual earned income is above the tax threshold – currently £6,475 (2009–2010) – you would have to pay tax. So in theory a year's placement would not be tax-free. However, since your year's work probably falls into two tax years you may find you pay very little or none at all.

advice note



Were you unlucky in securing sponsorship? Try the back-door entry. When you're looking for a summer vacation job, seek out companies that you feel could be interested in sponsoring your particular skills. You may be lucky, and there's no harm in asking.

Can I get sponsorship once I've started my degree?

Yes. As we said in the 'When should I apply for sponsorship?' section, more and more companies are giving sponsorship just for the final year or from the second year of a course. These sponsorships often develop from a successful period of work experience during the summer vacations, or through an industrial placement during a sandwich course.

Should sponsorship determine which course I choose?

In theory, no. First you should decide on the course that best suits you. You're going to spend at least three solid years – and possibly more – studying, so make sure you're going to enjoy it, otherwise the results could be at best disappointing and at worst disastrous.

I'm a sponsored student, but find I don't like the course I'm studying: what can I do?

This happens. You choose a course in something that you may never have studied before, and after a term or so you discover that you and the subject just don't get along together. A sponsorship is not a life sentence, and neither is a degree course. Talk first to your college tutor. It may be just one aspect of the course you don't like. Then talk to your sponsor. You will probably be able to change your degree course, but it may be more difficult – or impossible – for your sponsor to put you on an appropriate sponsorship scheme. Don't despair. Whatever you do, be frank about your change of heart – and the sooner the better, before too much time and money are wasted.

To sum up

What do I gain from being sponsored?

- ▶ Money – probably an annual bursary plus good rates of pay when working.
- ▶ Training – most sponsorships will involve some form of training.
- ▶ Meaningful work experience.
- ▶ Guaranteed employment for the summer in an area that will assist you with your studies.
- ▶ Chance of future employment – but no guarantee.
- ▶ Help with final-year project work – possibly.
- ▶ Opportunity to gain first-hand knowledge of the working environment where you might possibly start your career.
- ▶ Understanding of what it means to work in industry.
- ▶ Chance to gain new skills.
- ▶ Plus-point to put in your CV.

What do I lose?

- ▶ Your holiday time is not your own. So, for example, you would not be able to spend the whole summer abroad going InterRailing.
- ▶ You have the chance to see only one industry/company during work experience.
- ▶ You make a career choice at 18 that may not be what you want at 21.
- ▶ You may be obliged to work for a company whether you want to or not, because of a payback clause.
- ▶ You may be asked to work in locations that are not very appealing and possibly a long way from home.

Further information

Who to contact

- ▶ The Year in Industry (see page 151).
- ▶ Local employers that interest you – many employers prefer to sponsor local students.
- ▶ Don't forget the smaller companies. Some may never have thought of offering work experience before, so it can be a matter of making yourself sound a good bet.
- ▶ Your course director.
- ▶ Your university or college may well have a list of sponsors who are interested in sponsoring students on your particular course. Some universities advertise in the books listed below.
- ▶ Black and Asian high-flyers can also try the Windsor Fellowship Undergraduate personal and professional development programmes, which include summer work placements and community work. Application forms and further information can be downloaded from www.windsorfellowship.org/leadership.

What to read

- ▶ *Everything You Wanted to Know about Sponsorship, Placements and Graduate Opportunities*, regularly updated and published by Amoeba Publications. Available from Trotman, tel: 0870 900 2665, or visit www.trotman.co.uk/bookshop.
- ▶ *Engineering Opportunities for School Leavers, Students and Graduates*, published by the Institution of Mechanical Engineers on behalf of the engineering profession. It lists sponsors and universities with sponsored courses, and companies offering industrial placements and internships. Available free from IMechE c/o Marketing & Communications Department, 1 Birdcage Walk, London SW1H 9JJ, email: education@imeche.org.uk.
- ▶ *University Scholarships, Awards and Bursaries*, published by Trotman. To order, tel: 0870 900 2665 or visit www.trotman.co.uk/bookshop.

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