



THE LUKE WESTLAKE SCHOLARSHIP

The scholarship is an award is for actors (BA) in their 2nd year at drama school or university in the UK who identify as working class.

The winner receives over £4000 worth of financial and development support throughout their final year training and beyond graduating.

The scholarship was established in 2019 when we realised many actors were being priced out of their career even before graduating. Spending upwards of tens of thousands of pounds to train, actors then need to purchase annual profile subscriptions, theatre tickets, plays, headshots and more just to stay in the game - the most affected often being those from working class and low income backgrounds.

Just Add Milk Productions CIO

Charity No 1197498



THE LUKE WESTLAKE SCHOLARSHIP

The scholarship is named in memory of Luke Westlake, a friend of JAM and a talented actor who trained with some of the team at ArtsEd (2014-17).

A diligent, fierce, working-class actor, he represents everything the scholarship stands for and JAM are grateful to be supported his parents, Bridgette and Lee, in keeping the memory of Luke alive.

“We are delighted that the scholarship so kindly dedicated by JAM to the memory of our son Luke continues to grow from strength to strength. It is an amazing opportunity and we urge all those eligible to apply.

We look forward to seeing another excellent field of candidates and this year we hope to meet in person to celebrate the fantastic talent that we know will come forward.”

Lee & Bridgette Westlake

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THE PRIZES

We are lucky to be supported by some of the biggest organisations in the industry. All prizes aim to support the winner in their actor-training, but also their everyday life.

Prizes already confirmed for 2022 include:

- Full headshot package with Andy Brown
- Full showreel package with Self-tape.co.uk
- £100 Nick Hern books voucher
- 1st year Tax Return and accounts from Theataccounts
- 1yr Spotlight graduate membership
- Two 1-to-1 sessions with Emma Dyson (Performers Career Consultant at Spotlight)
- £500 towards living costs upon graduating
- 6x JAM workshops
- Full stage combat course with True Edge
- Full voicereel with The Bespoke Folk
- 1yr subscription to The Stage
- Tickets to multiple West End shows
- Counselling package option with Industry Minds
- *+ more to be announced*

Industry meetings with

- Becky Paris (Head of Casting at The Globe)
- Faye Timby (Sophie Holland Casting)
- Rob Kelly (Casting Director)
- Gavin Mills (Agent at Olivia Bell)

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PREVIOUS WINNERS



Melodie Karczewski (2021)

"The scholarship provided me with invaluable advice, support and opportunities going into my third-year. The whole team are passionate about helping young actors thrive. I feel ready for my career and most importantly, wanted."



Ayomide Adegun (2020)

"The Luke Westlake Scholarship freed my mind of financial worry, which allowed me to focus on my career and overall quality as an actor. Which led to more opportunities I felt more confident capitalising on."



Madison Stock (2019)

"The scholarship was huge for me as it helped me go into my third year with less financial stress and more excitement to get out into the industry."

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SPONSOR OPTIONS



All sponsors will receive an invitation to attend the scholarship evening in December this year.

£1000

Headline Sponsor (1 available)

A main sponsor will receive official title (E.G. The Luke Westlake Scholarship supported by Your Organisation). This will feature on our website, invitations and social media

£500

Star Sponsor

You will be invited to meet the board and scholarship shortlist beforehand at an exclusive pre-event drinks

£250

Scholarship Sponsor

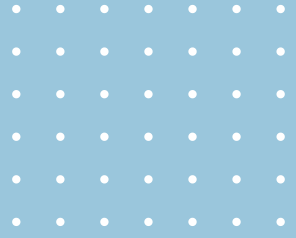
You will receive a bespoke thank you package from the team at JAM

£100

Evening Sponsor

You will receive a thank you on the night and an invitation to our 2023 production press night

MARKETING PERKS



We work hard year-round to deliver multiple traffic and awareness-driving marketing campaigns. Your organisation will have year-round visibility on our website, with click-throughs included, benefiting from our traffic.

137k

Annual Website Visits

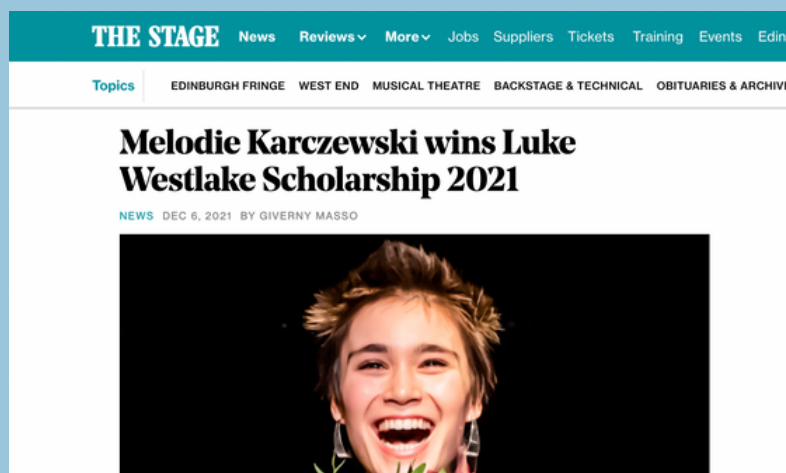
13k+

Social Media Following

300k

Press Release Impressions

We send 2 scholarship press releases – one in September and one in December. Both are sent to national press and are always at least featured in The Stage.

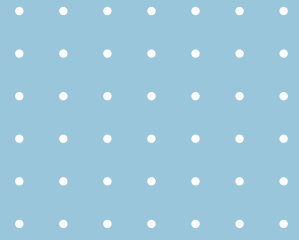


**2020 Press
Coverage Book**

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WHAT IT COVERS & CONTACT



We are a charity that receives no public funding or grants, relying solely on income generated from donations and workshops we run.

Despite covering the costs in previous years, we are now looking to garner support from generous organisations and individuals who can help us create a magical night and be a key factor in supporting the future of our 2022 winner's career.

This year's scholarship will cost approximately £3000 to produce. We're grateful that the organisation and administration of the entire scholarship is produced and done in-kind, as well as the panel who judge the shortlist.

However, £3000 will allow us to host the event at a venue in central London, cover shortlisted actors' travel to the event, provide entertainment and drinks on arrival and so much more.

£3000

in sponsorship

If you are interested in sponsoring The Luke Westlake Scholarship 2022, or have any questions, please contact Liam and Kristian via the emails below.

Liam@justaddmilkjam.com

Kristian@justaddmilkjam.com

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