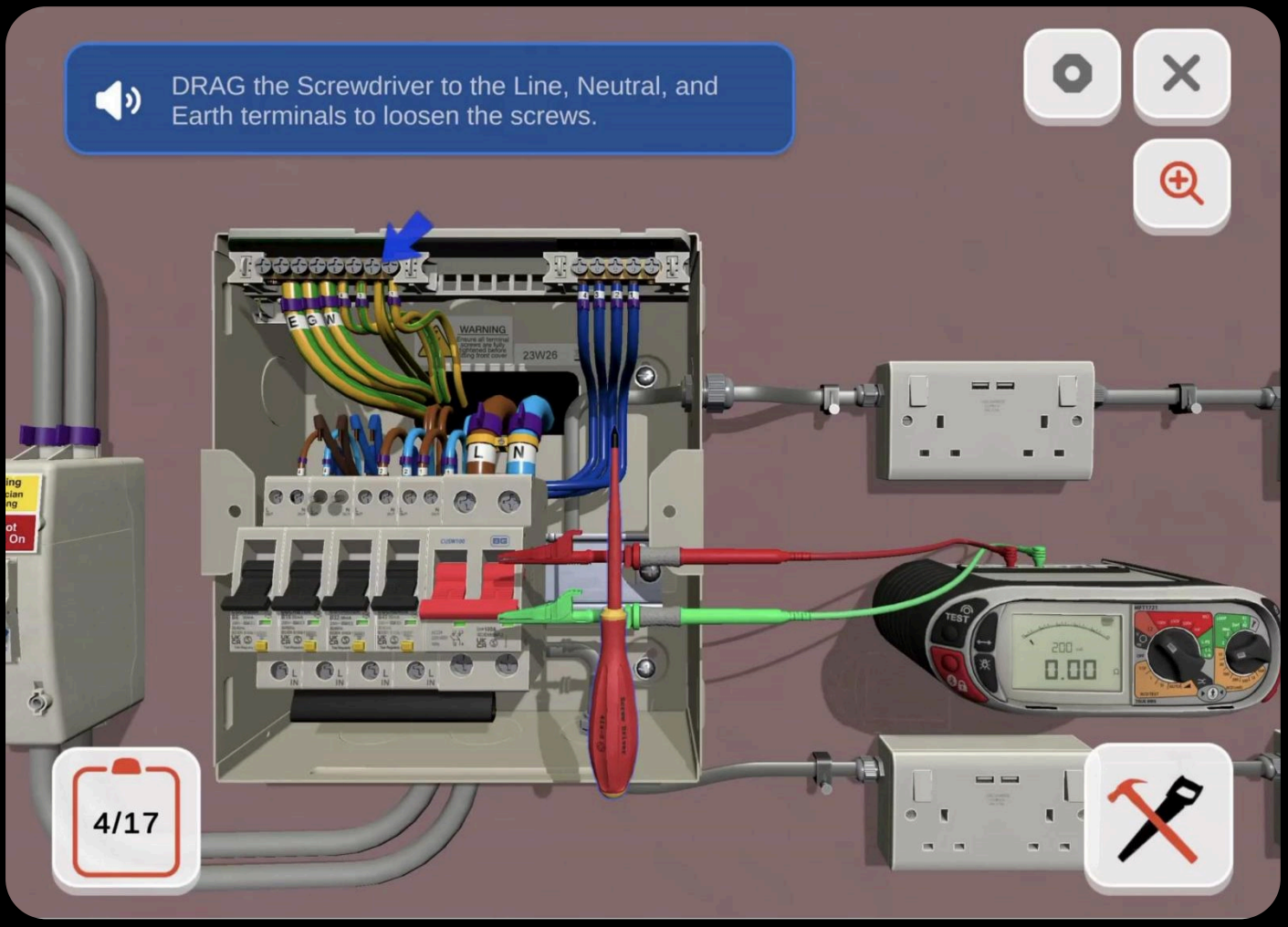
TRADEFOX

Simulator sponsorship 2026–27

The default tool.

Put your kit in the hands of the next generation of electricians, every time they practise.



Exclusive tool sponsorship. One brand per category.

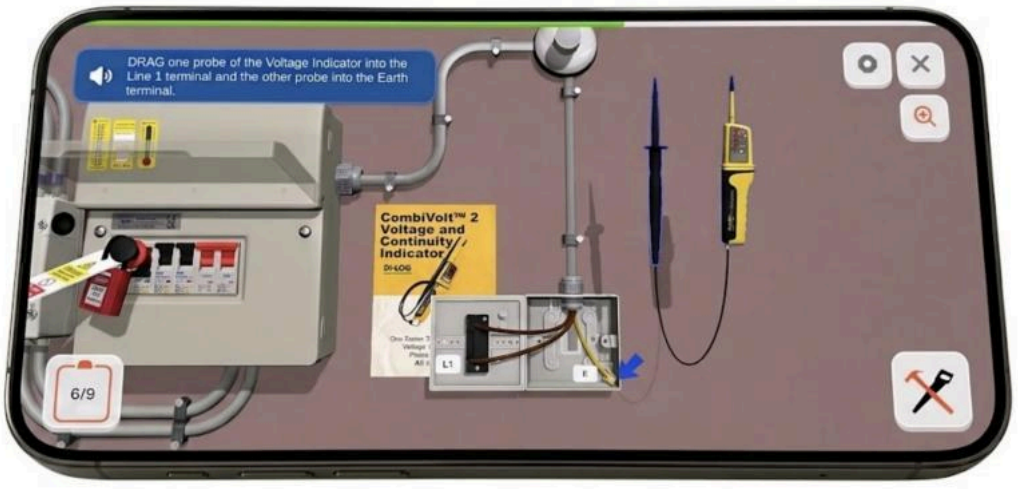
tradefoxapp.com

The Tradefox advantage

Where the classroom meets the site.

Tradefox is an interactive simulation platform for the next generation of tradespeople. Trainees and professionals practise real jobs, step by step, on realistic kit, before they ever touch a live installation.

Not just an app. Part of the modern trade curriculum.



Award-winning

Top Product Award, Professional Electrician magazine.

50+

colleges actively using Tradefox in their training.

Tier 1

contractors partnering with us. Experienced pros who buy the best tools.

Audience and reach

Small screen. Serious reach.

Tool brands care about who is holding their tools. Ours are targeted, international, and they keep coming back.

560,000+

Google impressions a month

566,000 in the last 28 days, all organic.

3+

Sessions per active device, per day

They don't just download. They practise.

+61%

App Store impressions

Growth over the last 90 days, on the previous 90.

5,000+

Learners on Tradefox training

Practising on Tradefox courses and simulators.

3,000+

Monthly website readers

Reading our guides, news and free tools.

50+

Colleges using Tradefox

Learners who may not have bought their first tool yet.

International by default

Google Search Console

Seen in 236 countries. The UK leads, with fast-growing audiences in the US, Australia, Ireland, India, Canada, France and South Africa.

1.36M
Impressions, 3 months

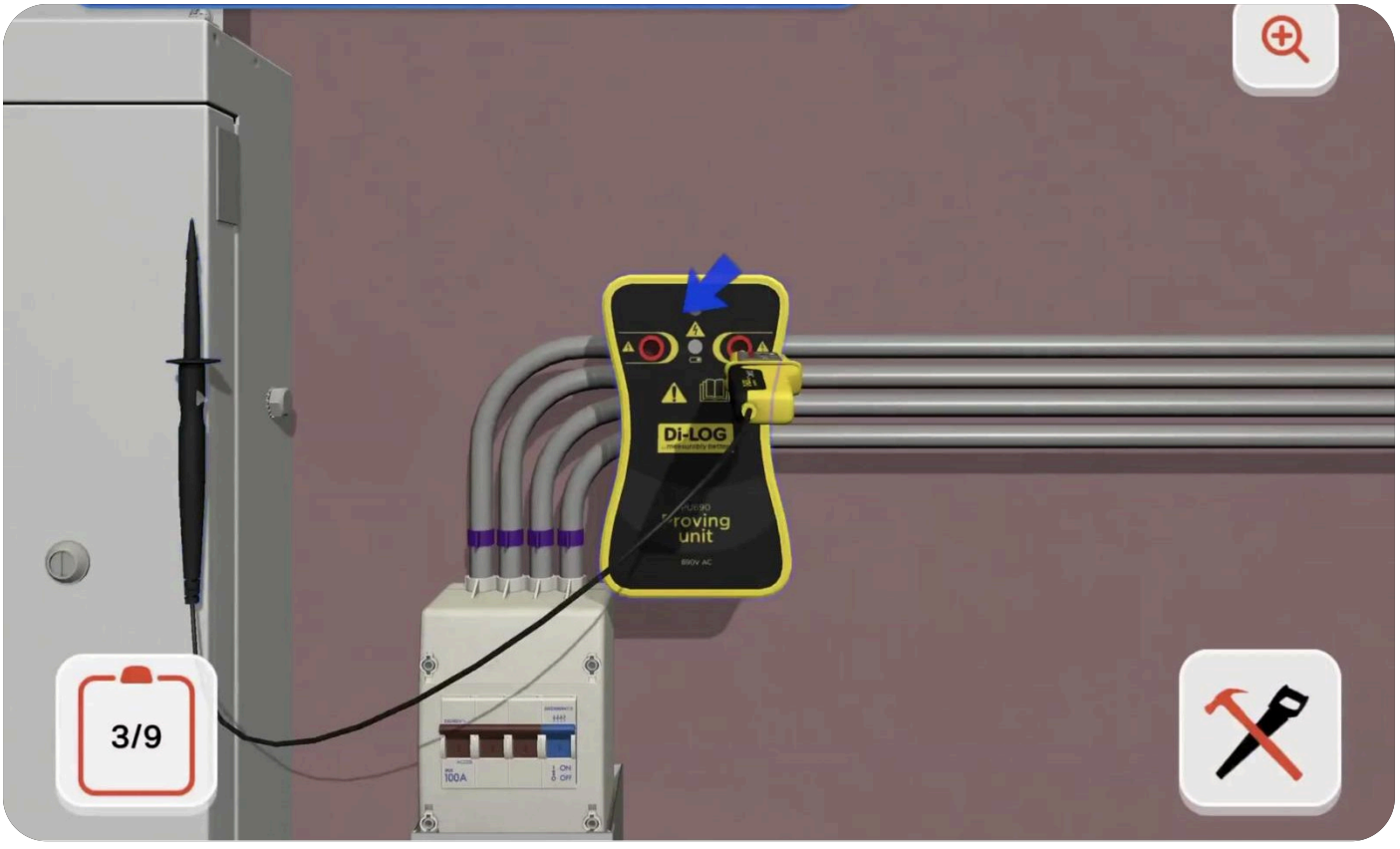
7,260
Clicks, 3 months

9.9
Avg. position, 28 days

Why sponsor a digital tool?

Practise with it. Reach for it. Buy it.

Simulation training is standardised, and digital muscle memory becomes real-world brand loyalty. Your tester, your voltage indicator, your thermal monitoring: not a banner on a screen, but the instrument of every successful job.



Real kit, modelled to spec.

01

They learn on it

Your product is the one in their toolbox, job after job.

02

They trust it

It becomes the standard they measure others against.

03

They buy it

At the wholesaler, they reach for the brand they know.

Sponsorship packages

Two ways in.

Teach the trade your product. Then put it in their hands.

Learning

Sponsored course

A short, accurate CPD course on a topic your engineers know best, carrying your brand.

- Written with your technical team, reviewed by ours
- Lessons and a final check learners can log towards their CPD
- Your products used as the worked examples
- Clearly labelled as sponsored

£4,500 + VAT

Live in 4 weeks

Simulator · Premium

Functional tool exclusive

Learners use your actual product as part of the workflow.

- High-fidelity 3D model in your exact colours, logos and design
- Behaves to real-world specification, so students learn correct operation
- 100% default placement in every user's toolbox for 12 months
- Category exclusivity: no competitor in your tool category

£4,500 + VAT

Per tool category, per year

12 months	8–12 weeks	£500	Custom
Minimum term	From sign-off to live	Per design update after sign-off	Simulations priced to specification

The return

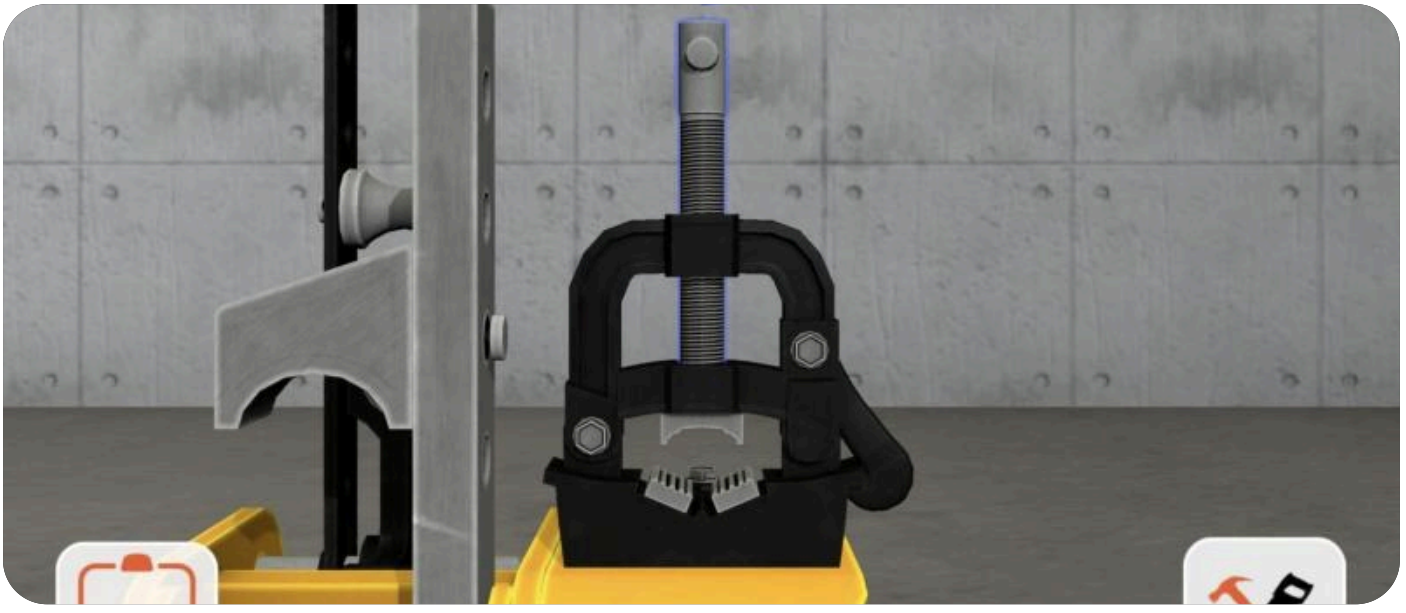
Don’t just be watched. Be used.

A YouTube video is watched once, often skipped, then lost in the feed. A Tradefox default sponsorship puts your tool in their hands every time they practise, for a full year.

12
months
of continuous exposure.

3+
sessions a day
of active, hands-on engagement per user.

50+
colleges
giving you the next generation of buyers.



Beyond testing: tools across the trades, from conduit bending to installation.

Add to your sponsorship

Partner article
Clearly labelled, editorially reviewed

£1,000 + VAT

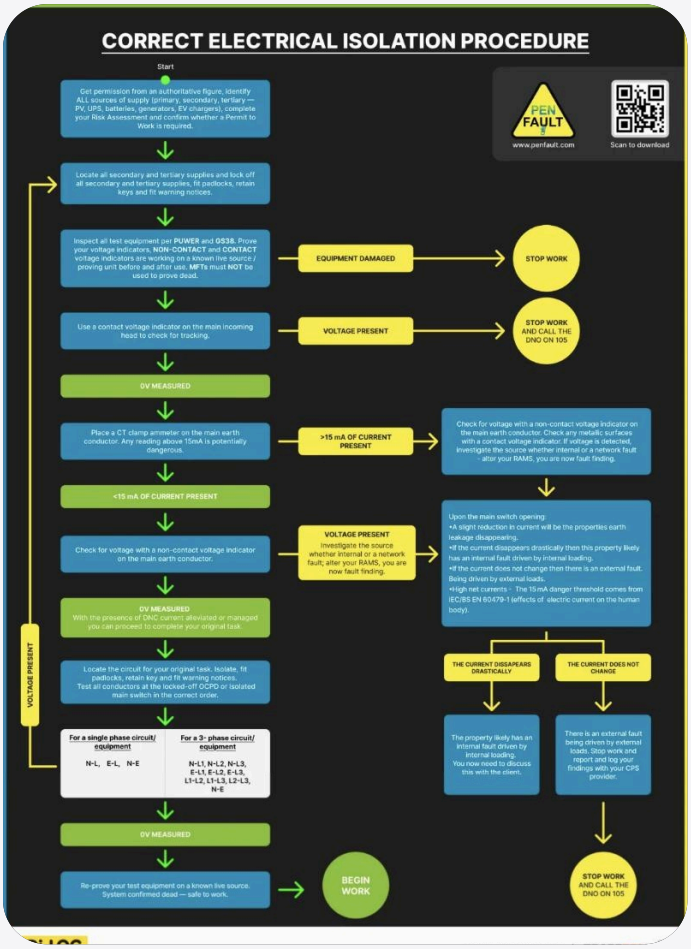
PENfault

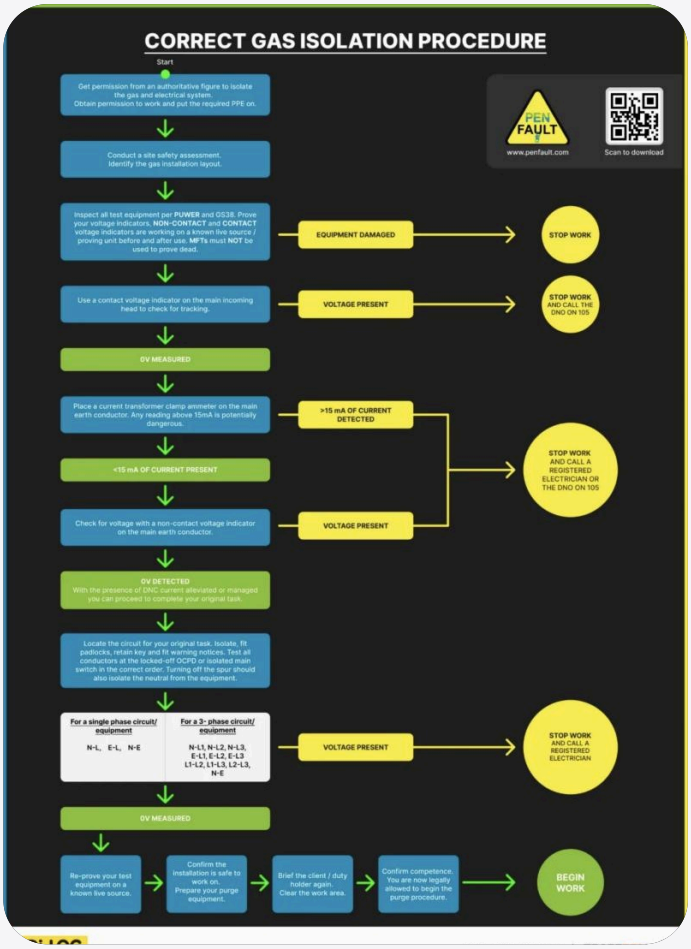
Join our leading safety campaign.

PENfault is Tradefox's campaign to raise awareness of open-PEN faults, a hidden danger on TN-C-S supplies. Partners stand alongside us in making the trade safer.



- Your brand alongside a safety message the trade cares about
- Featured in PENfault content, courses and simulator scenarios
- Join existing campaign partners such as matt:e





Free PENfault isolation flowcharts, used on site and in training. Ask us about supporting PENfault alongside your sponsorship.

TRADEFOX

One brand per tool category

Secure your category.

Sponsorships are strictly limited to one primary brand per tool category. Lock in yours, and we'll show you your tools working live in Tradefox.

Book a live demo

Contact

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Director

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tradefoxapp.com