THE UK SPONSORSHIP Awards | 2025

www.sponsorship-awards.co.uk

The showcase for the sponsorship and brand partnerships sector

CELEBRATING 31 YEARS OF REWARDING INNOVATIVE, INSPIRATIONAL AND TRANSFORMATIONAL CAMPAIGNS, PARTNERSHIPS, TEAMWORK AND PEOPLE

BOOK OF THE NIGHT

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caytoo helps rights holders generate more timely and relevant conversations at scale through the only news-based lead generation SaaS platform for partnership sales and insights teams containing buying signals, a deals database, B2B company and decision-maker contact data, pitch workflow capability and insight reports. Spark a conversation through foresight not hindsight.

For more information, contact Alex Burmaster on +44 (0)780 313 1144 or alex@caytoo.co.uk

GSIQ is a global research and insights agency specialising in providing intelligence analysis to the sports and sponsorship industry. We customise our approach to meet our clients' needs, delivering insightful analysis that help them reach their goals. Partner with us for a genuinely client-centric approach with proven solutions.

www.gsiq.biz

Inkerman provide luxury gifts, trophies and awards to clients, working closely with customers to provide top end products with an exceptional level of service.

- Bespoke and luxury presents for birthdays, weddings, anniversaries, christenings and thank yous.
- Trophies, awards and medals for the sporting and events sector.
- Gifts for corporate events, retirements, dinners and anniversaries.
- Bespoke and luxury gifts for schools, charities and the armed forces
- Gifts for associated members clients.

Inkerman are highly respected trophy makers, working with some of the most famous sporting events, sponsors and venues throughout the world. We work with each client to produce initial trophy drawings and our craftsmen produce the highest quality pieces from these designs.

We passionately support British manufacture and work with the most skilled and established British craftsmen including silversmiths, leathersmiths, pewterers, glassmakers, box makers, engravers and etchers, many with whom we've worked with since 1996.

Inkerman is the designer and sponsor of the 2025 UK Sponsorship Awards.

Please visit www.inkerman.co.uk, email sales@inkerman.co.uk or ring us on 01892 752211.

Specialist Speakers is proud to support the UK Sponsorship Awards and delighted to bring Jonny Dymond back to the UKSA stage. Jonny was a foreign correspondent for the BBC for 15 years, with postings in Istanbul, Washington DC and Brussels, reporting on everything from the attacks on 9/11 to the war in Iraq to the EU's financial crisis with dozens of elections, natural and unnatural disasters in between. He currently presents The World This Weekend and The World at One for BBC Radio 4 and is Royal Correspondent for BBC News.

For Jonny, or any speaker, host or presenter call us on 0203 002 4125 – we are at www.specialistspeakers.com

Sponsorium provides an expert software solution designed exclusively for sponsors that has become the global standard in Sponsorship evaluation, management, reporting, and overall good governance. It is used in more than 55 countries and 26 languages.

With 25 years of expertise and over 400 brands having used our platform, we understand that sponsorship is both an art and a science. While intuition and creativity drive great partnerships, our data-driven approach adds measurable insights, evaluating alignment with brand objectives and cost-effectiveness. Our methodology, based on Return On Objectives (ROO), challenges the old-school concept of ROI, recognising that sponsorship is more of a strategic brand investment than a sales tactic.

Learn more at www.sponsorium.com.

Wasserman Live (formerly known as CSM Live) specialises in delivering branding and signage, custom fabrication, live event production and experiential operations across sports, music, entertainment and culture. Working with the world's most iconic properties and brands, we elevate live events to make them unforgettable.

For more information, please contact andrew.hodson@teamwass.com www.teamwass.com/live/

The Sponsorship Newsletter

To ensure that you are up to speed with what's happening in the sponsorship sector, sign up to our weekly Sponsorship Newsletter. Simply email news@sponsorship-awards.co.uk. Or follow us on Twitter @sponsnews.

Women in Sponsorship

WiS is a non-profit networking group run by Think!Sponsorship and the UK Sponsorship Awards. Email info@sponsorship-awards.co.uk if you would like to join the group or be kept informed of upcoming events.

ACTIVATIVE

Activative provides creative and strategic intelligence to fuel game-changing sports and sponsorship marketing. Through our subscription services and bespoke work we offer insights that enable our clients – rights owners, brands, agencies and professional services - stay at the forefront of this evolving landscape. Our focus is on keeping our clients up to date with the latest stand-out creative, innovative campaigns, award winning work, original thinking, new technologies and emerging strategies across the global sports marketing and partnership space.

Email: contact@activative.co.uk
Visit: www.activative.co.uk

Assignments

Assignments is the commercial photography and video division of PA Media, the UK and Ireland's national news agency. We produce and distribute exceptional creative and editorial visual content, consulting when required to ensure projects are editorially worthy and will resonate with the target audience. This empowers our customers to succeed across the entire news ecosystem by connecting their brands directly to journalists.

We offer a range of content from fast turnaround, same-day shoots and edits to full scale commercial projects. We are proud that much of the work we do with our clients lands in front of the right audiences with maximum exposure, with many of our projects enjoying awards and shortlisting at PR Week Awards and many other communications events.

https://pa.media/pa-mediapoint/assignments/pr-and-comms/

f1 are global experts in Marketing, Communications and Sports Marketing Executive Search and Recruitment. We have a track record and a deep commitment to Inclusion and Diversity in the executive search process at SMT and board level. We are experts in advising on career pathways to the C Suite in the Global Marketing, Communications and Sports sector especially for women.

'Remarkably Human: Measurably Different' underpins our relationships with global clients and candidates alike. Our AI/technology increases global and local candidate reach, streamlines the candidate experience and speeds up the hiring process. However, the best most progressive technology in the world cannot replace the importance of building trusted, long term, mutually beneficial human relationships.

We are co founders of NoTurningBack2020 Early Careers Outreach programme (2016) and the Back2business Returners Programme (2013) putting social change at the heart of our work alongside our commercial goals.

f1 recruitment is part of PartnerWise Collective.

www.f1recruitment.com

GlobalData has decades of experience in being the trusted, gold standard intelligence provider to leading sport brands, agencies, federations, broadcasters, and clubs, helping them to make faster, better-informed decisions. We provide unparalleled information, analysis, insights, and data on media rights, sponsorship, events, and bidding across the world of sport. With in-depth analysis, exclusive news and interviews, and highly detailed databases at your fingertips, we give you complete insight into the business of sport.

iSportconnect is the world's largest private community for sports business executives, with more than 23,000 members across the globe. iSportconnect acts a community for those within the sports business industry, working to build relationships and create opportunities for our members through our online platforms and events.

Our events are invitation-only for people within the industry and created in order to help the community develop and learn from their peers, while also enjoying fantastic networking opportunities. Events run by iSportconnect are split into two types, our Masterclass events, which are usually held in London, and our Summits, which take place in various cities across the globe.

iSportconnect can be found via our website, **isportconnect.com**, on Twitter and LinkedIn or via our OTT TV channel for the sports industry, iSportconnect TV. Overall, iSportconnect has a clear aim – to improve the sports business industry through the way we make valuable personal connections within our community of members.

London Sport is a charity that exists to help all Londoners live longer, healthier and happier lives through being active. In some parts of London, people live 12 years longer in good health. That's why we focus our effort on those in the most deprived communities who face the greatest challenges of inequality.

For 20% of all marketing, communications & sports sponsorship professionals to come from black, Asian, minority ethnic communities. And for this 20% to stay in our industry until they reach the very top jobs.
PA Media Assignments

SportBusiness Group is at the heart of the business of sport.

Our news, data and analysis is the industry's most trusted independent source for media rights and sponsorship deals and values globally. Teams, franchises, leagues and tournaments, sponsors, broadcast companies, agencies, venues and financial institutions have come to rely on the depth, accuracy and credibility of our insights and advice.

Over the last 25 years, we have helped our clients grow by unlocking value across their businesses.

www.sportbusiness.com/

Sport England is a public body and invests more than £300 million of National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.

Thinkbox is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

Its shareholders are Channel 4, ITV, Sky Media, and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels.

Thinkbox is here to help you get the best out of TV, and there are lots of ways we try to do that: from presentations and training, to events, research insights, press enquiries, publications and TV planning advice.

If you'd like to find out more, or book a presentation for you and your colleagues, then please get in touch.

Wb - www.thinkbox.tv

Think!Sponsorship delivers sponsorship intelligence and consultancy services to the sponsorship marketplace. Our products and services are used by sponsors, sponsorship agencies and sponsorship seekers from across the sports, arts, charity, entertainment, broadcast, local council, music, entertainment and media sectors.

We own a number of products and services that provide opportunities for those working within sponsorship to develop best practice, promote their proposition, and create new contacts. These include the Think!Sponsorship Conference, our acclaimed training series – Sell!Your Sponsorship Workshops, the Re:Think content events (launching Autumn 2025) and our networking events which include Women in Sponsorship organised in association with The UK Sponsorship Awards.

Women in Sport was founded in 1984 and its vision is that no-one is excluded from the joy, fulfilment and lifelong benefits of sport and exercise. Recognising that gender stereotypes and institutional bias are holding women back in life and in sport, the charity's purpose is to create lasting positive change for women and girls in sport and society. The charity has a track record of success in securing change based on its deep understanding of the needs and aspirations of women and girls at each life stage and its determination to break down stubborn gender inequalities through its work within the sports sector and beyond.

ARTS & CULTURAL SPONSORSHIP.

SHORTLIST

AVIVA: WELCOME TO AVIVA STUDIOS
ENTERED BY: AVIVA

This partnership saw arts sponsorship play a central role in the rejuvenation of the insurance mega-brand. An ambitious and progressive platform, Aviva Studios has welcomed 700,000+ visitors and is having a transformational impact on the brand and its workforce.

BARCLAYS & DONMAR WAREHOUSE
ENTERED BY: BARCLAYS

The long-running partnership was stepped up in 2023. The result was a relationship that achieved significantly more of Barclays' business objectives while providing vital support for the Donmar as a cultural charity. Of note, support from Barclays enabled the continuation of Donmar 'LOCAL' projects.

BARCLAYS & SADLER'S WELLS
ENTERED BY: BARCLAYS

This partnership was linked to Barclays Dance Futures, and included Barclays Dance Pass, a £10 ticket scheme for young communities. A profound commitment to the transformative power of dance, the Barclays initiative creates a catalyst for change, ensuring that dance continues to inspire, heal and unite people.

LW THEATRES & CATHAY
ENTERED BY: LW THEATRES

The ground-breaking collaboration set out to realise Cathay's objectives of driving brand awareness and customer acquisition alongside strengthening member loyalty. The partnership provides Cathay access to around 3.5 million theatre-goers annually, through on-site branding, promotions, and VIP experiences.

LIBERTY SPECIALTY MARKETS SPONSORS ASTRONOMY PHOTOGRAPHER OF THE YEAR
ENTERED BY: ROYAL MUSEUMS GREENWICH

Sponsored by Liberty Specialty Markets and entered by Royal Museums Greenwich, Astronomy Photographer of the Year provides an opportunity for the brand to align with new work at the juncture of art, technology and science. The 15th edition featured glittering galaxies, shimmering aurorae, out-of-this-world skyscapes and even a scientific discovery.

SOMERSET HOUSE CUTE EXHIBITION SPONSORSHIP IN PARTNERSHIP WITH SANRIO
ENTERED BY: SOMERSET HOUSE

The sponsorship used Hello Kitty's 50th anniversary year to explore the irresistible force of cuteness in contemporary culture. CUTE brought together contemporary artworks, new artist commissions, and cultural phenomena, resulting in Somerset House's most popular exhibition to date.

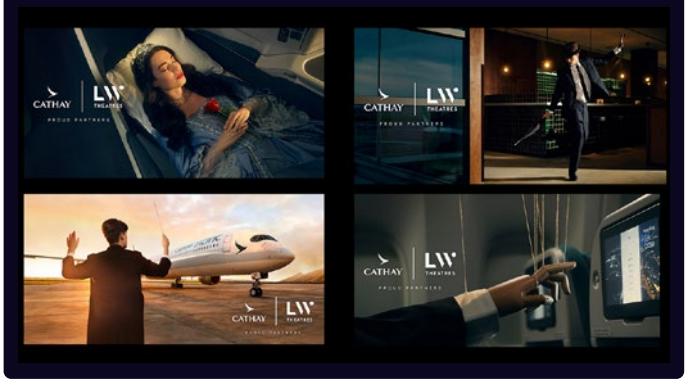
V&A & NET-A-PORTER'S SPONSORSHIP OF 'DIVA'
ENTERED BY: VICTORIA & ALBERT MUSEUM

The DIVA exhibition set out to empower and celebrate women and reach new audiences. The partnership elevated NAP's brand perception, authentically aligning the two brands, highlighting NAP as a luxury fashion destination for a broad audience.

WINNER

LW THEATRES & CATHAY
ENTERED BY: LW THEATRES

LW Theatres and Cathay created the largest brand partnership in West End history. Activated across multiple venues, it is driving business growth and redefining how theatre sponsorships deliver customer experiences.



LIVE ENTERTAINMENT & EVENT SPONSORSHIP

SHORTLIST

ALL POINTS EAST
ENTERED BY: AEG EUROPE

The entry tells the story of how AEG set out to make All Points East the best year yet by driving revenue, enhancing fan experiences, and fostering purpose-driven partnerships. AEG developed an insights driven strategy to secure premium sponsors to fill the gap left by the expiring Presenting Partner.

BARCLAYCARD & GLOBAL SPONSORSHIP
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

The submission explores the brand's partnership with Global on the headline partnership of Capital's Summertime Ball & Jingle Bell Ball 2024. The sponsorship was multi-faceted (experiential, social, digital and radio), launching with ticket discounts for Barclaycard & Barclays Premier customers.

GLASTONBURY ON THE NATION'S NETWORK & VODAFONE
ENTERED BY: THE GUARDIAN & CARAT

This campaign tapped into Vodafone and The Guardian's strong links with Glastonbury. The campaign showed how integral Vodafone is to the festival through a bold use of real time content running on The Guardian's Glastonbury live blogs and social channels – thus driving brand consideration.

ROCKSTAR ENERGY DRINK ROCKS THE MUSIC SCENE
ENTERED BY: PANGOLIN PR & PEPSICOUK

This entry explored Rockstar's multi-year partnership with Live Nation, which revolutionised the way brands engage with Gen Z through live music. As headline sponsor of six of the UK's top festivals, this unprecedented collaboration combined scale, cultural relevance and immersive experiences to redefine music sponsorships.

THE EBAY GARAGE
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

The eBay Garage campaign saw eBay take the UK motoring events calendar by storm. A bold, high-octane experiential campaign, The eBay Garage revved up awareness, trust, and consideration in a fiercely competitive market.

THE FUN NEVER ENDS WITH VOXI AND KISS
ENTERED BY: CARAT & BAUER MEDIA

This campaign aimed to raise awareness and consideration of VOXI Mobile with the Gen Z target audience, highlighting the brand's USP of 'Unlimited Social Media' and 'The Fun Never Ends' slogan. Building on brilliant results from the previous two years, the campaign helped to hit VOXI Mobile's objectives around ad recall, awareness, consideration and affinity:

THE HAUNTING OF THE OUTERNET WITH PLUTO TV
ENTERED BY: WAVEMAKER UK

The campaign was about supporting the Most Haunted series, available exclusively on Pluto TV. A Haunted Mansion activation, free to all brave enough, reached millions via social media and boosted Pluto TV's connection with the show.

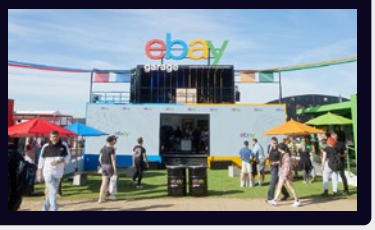
VODAFONE & GLASTONBURY PARTNERSHIP
ENTERED BY: FUSE

This campaign centred on Vodafone's mission to improve the fan experience through the power of connectivity. Glastonbury provided the ultimate opportunity to deliver effective and outstanding activations with network at the heart of the fan experience.

WINNER

THE EBAY GARAGE
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

A 360° activation, The eBay Garage delivered hands-on moments, sparked authentic connections, and amplified buzz across platforms. Reaching 150,000 motoring fans in person and 1.2m digitally, the campaign lifted brand metrics and increased trust in a competitive market.



HIGHLY COMMENDED

VODAFONE & GLASTONBURY PARTNERSHIP
ENTERED BY: FUSE

SOCIAL PURPOSE SPONSORSHIP

SHORTLIST

#TALKMORETHANFOOTBALL WITH THREE UK
ENTERED BY: THREE UK

This initiative addresses the fact that two-thirds of football fans have struggled with mental health, but just one-third have spoken about it. Mobilising partnerships with Chelsea and Samaritans, Three enlisted Vinnie Jones to get the nation talking. The campaign gained extensive traction, trending on X, with 149 million views, 750,000 social media engagement and 403 press pieces.

MOVEMBER & SKY
ENTERED BY: SKY MEDIA

This partnership sought to reinvigorate the Movember movement and target ABC1 men whose social circles are more likely to donate in larger amounts. A highly effective campaign resulted in partnership audiences being twice as likely to register on the Movember site, as well as driving a 26% uplift in web visits to the Movember page from the target upmarket male audience.

OLYMPIC OVERHAUL BY BRITISH GAS
ENTERED BY: SIDHU & SIMON

This campaign focused on the brand's status as Official Energy Services Provider of Team GB and ParalympicsGB. The Olympic Overhaul campaign addressed the financial challenges facing grassroots sports clubs. By leveraging energy-efficient solutions and strategic media engagement, British Gas demonstrated its commitment to both communities and sustainable energy.

PADDY POWER & PROSTATE CANCER UK | THE BIGGER 180
ENTERED BY: PADDY POWER

The goal of this partnership is to raise awareness of Prostate Cancer and funds for charity Prostate Cancer UK. Building on a successful first year, year two raised £1.2m to support the charity's research.

ŠKODA & TOUR DE FRANCE FEMMES: RIDE WITH ME
ENTERED BY: LEO BURNETT UK

Ride With Me was built around the insight that 8 million women in the UK own bikes, but half don't ride them. With the help of Olympian Elinor Barker and TV presenter Angellica Bell, Ride With Me encouraged women to invite friends for a ride through social-first films, an event and a #RideWithMe Strava Challenge.

TOYOTA 'EVERY BODY MOVES' TV SPONSORSHIP
SPONSORED BY: TOYOTA
ENTERED BY: CHANNEL 4

This partnership promoted the ParalympicsGB initiative 'Every Body Moves', a campaign that connects people with disabilities to inclusive sports and activities in their area. This was activated on screen by seamlessly integrating Toyota and Every Body Moves branded QR codes during Games coverage, accompanied by reads from the Channel 4 presenting line up.

TOYOTA & PARALYMPICSGB - 'EVERY BODY MOVES'
SPONSORED BY: TOYOTA
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

The campaign revolves around the insight that disabled people are twice as likely as non-disabled to struggle finding accessible activities. Toyota, with ParalympicsGB, showed its commitment to mobility for all by placing Every Body Moves, an online disability activity hub and finder, at the heart of its Paris 2024 campaign.

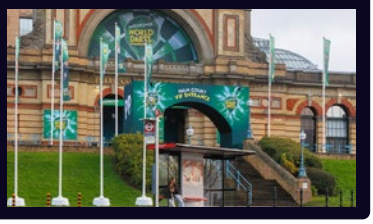
UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

This partnership targeted a fan demo too often overlooked in a football stadium – the Deaf community. Using cutting-edge tech, the partners developed a world-first: a replica NUFC shirt woven with intelligent sensors that translated the stadium soundscape into a 'physical language' of pulses and tingles.

WINNER

PADDY POWER & PROSTATE CANCER UK | THE BIGGER 180
ENTERED BY: PADDY POWER

This high impact sponsorship hasn't just raised funds for charity, it has triggered 180,000 men to check their prostate cancer risk. With sporting legend Chris Hoy on board as ambassador, it also achieved huge media exposure.



HIGHLY COMMENDED

#TALKMORETHANFOOTBALL WITH THREE UK
ENTERED BY: THREE UK

SOCIAL PURPOSE – COMMUNITY ENGAGEMENT

SHORTLIST

AIR NEW ZEALAND & MATARIKI AT THE ROYAL OBSERVATORY GREENWICH
ENTERED BY: ROYAL MUSEUMS GREENWICH

This inclusive partnership sought to celebrate and raise the profile of the Māori New Year among museum visitors and wider communities. At the same time, Air New Zealand was looking to raise its profile in the UK and Matariki provided an opportune moment to do this.

CAMDEN SCHOOLS ART BIENNALE - A PARTNERSHIP INITIATIVE BY CAMDEN COUNCIL, CAMDEN LEARNING, CENTRAL SAINT MARTINS, UNIVERSITY OF THE ARTS LONDON WITH SUPPORT FROM JOHN LYON'S CHARITY AND KING'S CROSS CENTRAL PARTNERSHIP LTD
ENTERED BY: CENTRAL SAINT MARTINS, UNIVERSITY OF THE ARTS LONDON

The Camden Schools Art Biennale (CSAB) is a new celebration of artistic achievement featuring every school across the borough of Camden. The Biennale was a week-long exhibition that set out to lift standards for creative education and opportunities for cultural exchange across the borough.

DP WORLD & THE DP WORLD TOUR - SECOND LIFE INITIATIVE
ENTERED BY: 160OVER90

The partnership seeks to elevate golf globally while driving positive community impact. In 2024, a new and innovative 'Balls for Birdies' initiative extended DP World's 'Second Life Container' programme, collecting and donating over 350,000 used golf balls to support grassroots golf programmes.

KP SNACKS & THE HUNDRED - EVERYONE IN COMMUNITY
ENTERED BY: WASSERMAN

This campaign is about making cricket more accessible to all, by encouraging and inspiring families and communities to get active through the sport. At the heart of this is KP Snacks 'Everyone In' campaign and its commitment to build 100 new community cricket pitches across the UK by 2025.

METRO BANK CHAMPION OF WOMEN'S AND GIRLS' CRICKET
ENTERED BY: THE SPACE BETWEEN

The aim of this partnership is to triple the number of girls' cricket teams by 2028 - transforming the sport for generations to come. About more than cricket, the goal is to empower girls with confidence, success, and opportunity.

SOUTHAMPTON FOOTBALL CLUB & BARGATE HOMES
ENTERED BY: SOUTHAMPTON FOOTBALL CLUB

The key objective of this programme has been to create positive impact for the local community through helping people access opportunities in football that they may not otherwise be able to. A range of different campaigns have been activated included a successful Pupil Premium Initiative.

STARLING BANK PARTNERS WITH THE NATIONAL TRUST
ENTERED BY: STARLING BANK

This three-year partnership with The National Trust is designed to improve access to nature for families and support the restoration of the British countryside. The alliance has not only led to an engaging referral programme for customers and staff, but also a significant expansion of the Trust's nature workshops

WINNER

METRO BANK CHAMPION OF WOMEN'S AND GIRLS' CRICKET
ENTERED BY: THE SPACE BETWEEN

In one year, Metro's support has helped the number of girls teams in England and Wales increase by 21%, while trust in the bank has risen by 6%. The campaign is a blueprint for what a partnership should be; demonstrating that doing good and doing well aren't mutually exclusive.



HIGHLY COMMENDED

KP SNACKS & THE HUNDRED - EVERYONE IN COMMUNITY
SPONSORED BY: KP SNACKS
ENTERED BY: WASSERMAN

EDUCATION AND LEARNING SPONSORSHIP

SHORTLIST

BARCLAYS & DONMAR WAREHOUSE
ENTERED BY: BARCLAYS

This long-running partnership was stepped up in 2023. The result was a relationship that achieved significantly more of Barclays' business objectives while providing vital support for the Donmar as a cultural charity. Of note, support from Barclays enabled the continuation of Donmar 'LOCAL' projects.

CAMDEN SCHOOLS ART BIENNALE - A PARTNERSHIP INITIATIVE BY CAMDEN COUNCIL, CAMDEN LEARNING, CENTRAL SAINT MARTINS, UNIVERSITY OF THE ARTS LONDON WITH SUPPORT FROM JOHN LYON'S CHARITY AND KING'S CROSS CENTRAL PARTNERSHIP LTD
ENTERED BY: CENTRAL SAINT MARTINS, UNIVERSITY OF THE ARTS LONDON

The Camden Schools Art Biennale (CSAB) is a new celebration of artistic achievement featuring every school across the borough of Camden. The Biennale was a week-long exhibition that set out to lift standards for creative education and opportunities for cultural exchange across the borough.

CARTOON NETWORK - GO CREATE!
ENTERED BY: SUPER. IDEAS MARKETING

Go Create! harnessed the power of creativity to inspire young minds through innovative digital skill-building. By integrating engaging coding lessons, Roblox challenges, and career resources, the programme reached over 680,000 children and boosted brand awareness by 56%.

RACE INTO STEM - POWERED BY MICROSOFT
ENTERED BY: ALPINE FORMULA ONE TEAM

The Race into STEM programme seeks to promote gender diversity in motorsport and provide educational content for all young people through events and activations. The goal of Race into STEM is to use the reach and emotional charge of F1 sport to empower young girl through STEM.

WINNER

CARTOON NETWORK - GO CREATE!
ENTERED BY: SUPER. IDEAS MARKETING

By engaging children through beloved characters and popular culture, Cartoon Network enhanced its brand equity while making a positive impact on its target audience.



ENVIRONMENTAL & SUSTAINABILITY SPONSORSHIP

SHORTLIST

EVIAN & WIMBLEDON SPECTATOR REFILL SYSTEM 2024
ENTERED BY: DANONE

This campaign was based around an innovative refill system at the Championships, Wimbledon. Initially focused on players, the system was expanded in 2024 to create a first of its kind refill system for hydrating spectators at the iconic tennis tournament.

OVO - EV KARAOKE
ENTERED BY: THE SPACE BETWEEN

This campaign supported the launch of a new product OVO Beyond. As part of the activation, OVO engaged Jessie Ware & Clara Amfo who, in classic carpool karaoke fashion, travelled to OVO Arena Wembley in an EV and discussed music and sustainability.

THE KIA OVAL
ENTERED BY: KIA OVAL

The partnership aimed to enhance Kia's premium positioning and highlight its leadership in electrification and EV vehicle range. Through branded content, matchday activations, and the Kia Grassroots Day competition, the campaign targeted affluent, progressive individuals interested in electric vehicles.

THE SECRET LIFE OF THE NEXT GENERATION WITH E.ON NEXT
Entered by: Channel 4
Sponsored by renewable energy supplier E.ON Next and entered by Channel 4, social-first series The Secret Life of the Next Generation is about equipping young people with the tools they need to take personal and positive climate action. The goal was to help reduce feelings of eco-anxiety by showing that saving energy at home is positive climate action.

WINNER

EVIAN & WIMBLEDON SPECTATOR REFILL SYSTEM 2024
ENTERED BY: DANONE

This initiative marked significant progress in evian and Wimbledon's commitment to circularity, resulting in 12.5% of evian sales coming from refills. 73% of surveyed spectators said they would choose evian refills at future events.



DIVERSITY, EQUALITY AND INCLUSION

SUPPORTED BY F1 RECRUITMENT

SHORTLIST

#WESEEYOUNETWORK & THREE UK
ENTERED BY: THREE UK

The #WeSeeYou Network (WSYN) is a culture-shifting initiative, building a community of role models. The goal is to celebrate the abundant – but often unseen – women in football, recognising the women who are the backbone of their communities, and nurturing the talent who are the future of the game.

BUPA - PICTURE OF HEALTH
ENTERED BY: PRETTY GREEN

This Paris-2024 based partnership involved Bupa's first-ever brand campaign centred around its alliance with Para athletes. Bupa partnered with photographer Annie Leibovitz to capture portraits showcasing what health means to Bupa's athletes. This initiative drove positive reappraisal, an earned media reach of 1bn and +17% share of voice year on year.

PARALYMPICSGB & DELOITTE: THE MINDSCAPE
ENTERED BY: PARALYMPICS GB

Mindscape was developed to bring to life the lived experiences of disabled people through the lens of a Paralympian. From adaptive equipment to VR training and immersive storytelling, Mindscape helped level the playing field with a wider ambition to make sport more accessible and inclusive than ever.

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

This partnership targeted a fan demographic too often overlooked in a football stadium – the Deaf community. Using cutting-edge technology, the partners developed a world-first: a replica NUFC shirt woven with intelligent sensors that translated the stadium soundscape into a 'physical language' of pulses and tingles.

TEAMVIEWER PRESENTS: SHESPORTTECH
ENTERED BY: WEAREFEARLESS.

This partnership with Manchester United FC and Mercedes-AMG PETRONAS F1, was about addressing the gender gap in sports technology, where 75% of roles are held by men. SheSportTech created role models & mentors by putting real women working in sports tech at the forefront of its campaign.

TOYOTA & PARALYMPICSGB - 'EVERY BODY MOVES'
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This partnership revolves around the insight that disabled people are twice as likely as non-disabled to struggle finding accessible activities. Toyota, with ParalympicsGB, showed its commitment to mobility for all by placing Every Body Moves, an online disability activity hub and finder, at the heart of its Paris 2024 campaign.

TOYOTA & ALLIANZ SPONSOR CHANNEL 4'S PARALYMPIC GAMES COVERAGE
ENTERED BY: CHANNEL 4

This campaign set a new standard for inclusive sponsorship during the Paris 2024 Paralympic Games. By embedding accessibility features like British Sign Language, captions, and audio descriptions into all sponsorship idents as standard, they made the campaign truly inclusive for all audiences.

WINNER

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

Unsilence The Crowd received widespread positive coverage in more than 200 countries, achieving a consolidated reach of 5bn. Sela donated the technology to Newcastle United, so that fans with hearing loss could enjoy the benefits all season.



HIGHLY COMMENDED

TOYOTA & PARALYMPICSGB - 'EVERY BODY MOVES'
SPONSORED BY: TOYOTA
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

TV SPONSORSHIP

SUPPORTED BY THINKBOX

SHORTLIST

DRIVING CHANGE WITH VOLVO & SKY ATLANTIC
ENTERED BY: SKY MEDIA

Volvo's Sky Atlantic partnership is one of Sky Media's most established and successful entertainment sponsorships. Entering its 12th year, the partners introduced the UK's first 'smart sponsorship' - a solution that enables brands to customise their sponsorship idents for specific audiences using addressable TV technology.

ST. JAMES'S PLACE & SKY ARTS - SHIFTING BRAND PERCEPTIONS
ENTERED BY: SKY MEDIA

This campaign targeted culturally engaged ABC1 adults, addressing reputational challenges while redefining perceptions of financial advice. The sponsorship was amplified through additional media, branded content, and social competitions, highlighting the brand's 'Invaluable Advice' philosophy.

TESCO WHOOSH SPONSORS COMEDY ON CHANNEL 4: 'IT'S ALL IN THE DELIVERY'
ENTERED BY: CHANNEL 4

The partnership aligned Whoosh with comedy through humorous idents featuring people absorbed in quirky hobbies, emphasising convenience with the tagline, 'It's all in the delivery.' By combining TV, social and digital, Tesco reached over half the UK population, boosted Whoosh's awareness and consideration, and made a connection with audiences.

TOYOTA & ALLIANZ SPONSOR CHANNEL 4'S PARALYMPIC GAMES COVERAGE
ENTERED BY: CHANNEL 4

The campaign set a new standard for inclusive sponsorship during the Paris 2024 Paralympic Games. By embedding accessibility features like British Sign Language, captions, and audio descriptions into all sponsorship idents as standard, they made the campaign truly inclusive for all audiences.

WINNER

ST. JAMES'S PLACE & SKY ARTS - SHIFTING BRAND PERCEPTIONS
ENTERED BY: SKY MEDIA

This partnership delivered a 125% increase in awareness with 76% of viewers expressing positive sentiment for the brand. In the process, it introduced St. James's Place to new audiences and laid the groundwork for its brand evolution.



PRINT, RADIO & FILM SPONSORSHIP

SHORTLIST

CARLING & TALKSPORT EURO 2024
ENTERED BY: TALKSPORT, CARAT & STORYLAB

The game plan for this campaign revolved around becoming headline co-sponsor of talkSPORT's radio rights coverage of Euro 2024. The campaign scored a 5m reach, alongside 1.06m podcast impressions and 2.4m social views.

GLASTONBURY ON THE NATION'S NETWORK & VODAFONE
ENTERED BY: THE GUARDIAN & CARAT

This campaign tapped into Vodafone and The Guardian's strong links with Glastonbury. The campaign showed how integral Vodafone is to the festival through a bold use of real time content running on The Guardian's Glastonbury live blogs and social channels – thus driving brand consideration.

MORRISONS MARKET STREET MULTI PLATFORM MIRACLE
ENTERED BY: WAVEMAKER UK

This activation set out to highlight Morrisons' USP: the quality and expertise of its Market Street counters. A multi-partner, multi-platform campaign took Market Street beyond the store as a destination for recipe ideas and expert advice, generating excellent ROI and improving quality perceptions by 19%.

ROBINSONS & UNIVERSAL – WICKED FILM RELEASE PARTNERSHIP
ENTERED BY: CARLSBERG BRITVIC

This partnership saw the brand partner with Universal's Wicked, the year's biggest blockbuster, in an attempt to rejuvenate the soft drinks category. Through bold activations in 6,000 stores, hands-on experiences and media activations, Robinsons engaged shoppers, surpassed sales targets, and boosted brand awareness.

THE FUN NEVER ENDS WITH VOXI MOBILE AND KISS
ENTERED BY: BAUER MEDIA

The campaign was designed to help the brand build brand awareness and consideration. Equipped with the insight that Gen Z are motivated by experience over possessions, VOXI Mobile set out to leverage the power of KISS events.

WINNER

CARLING & TALKSPORT EURO 2024
ENTERED BY: TALKSPORT, CARAT, STORYLAB

This campaign was a huge success, enabling Carling to overperform against its brand equity goal by a significant margin. It also helped Carling beat its competitors at being the lager brand fans most associated with football.



HIGHLY COMMENDED

THE FUN NEVER ENDS WITH VOXI MOBILE AND KISS
ENTERED BY: BAUER MEDIA

SOCIAL MEDIA AND DIGITAL SPONSORSHIP

SHORTLIST

MARRIOTT BONVOY & MANCHESTER UNITED - UNITED. NEAR AND FAR
ENTERED BY: 160OVER90

The campaign set out to redefine fan engagement through storytelling and immersive experiences. Highlighting fan journeys from Istanbul, Mumbai, and Mexico City, it blended authentic narratives with Marriott Bonvoy's premium hospitality. With 26.1m views, 142m impressions, and a 13% YoY awareness uplift, the campaign improved both brand affinity (+8% YoY) and consideration (+2% YoY).

OLIVIA DEAN & DHL - FROM RIO WITH LOVE
ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

The activation utilised music from both a live performance and emotive storytelling perspective. Captured in two core outputs, a mini-documentary and live event, it articulated DHL's mission to connect people and improve lives.

ŠKODA X TOUR DE FRANCE: DRAW DE FRANCE
ENTERED BY: LEO BURNETT UK

The goal of this Tour de France partnership was to turn the event into a moment where British cyclists could rediscover the fun of cycling. So Škoda launched 'Draw de France', a Strava-first campaign that encouraged cyclists to create Strava art—using GPS tracking to draw Tour de France-inspired images.

TCS LONDON MARATHON - IMAGINE THE DIFFERENCE:
ENTERED BY: TCS IN THE UK AND IRELAND

This high-profile campaign underlines how tech innovation is playing a key role in breaking new ground in athletic performance. The partnership used a combination of experiences and social media to build brand awareness for TCS and position the brand as forward-thinking leaders in the technology sector.

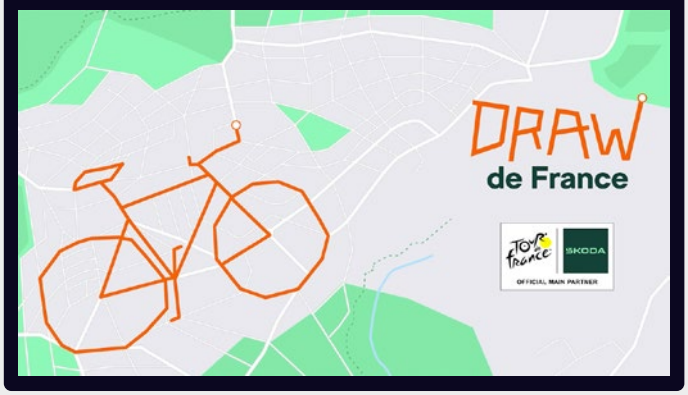
THE REDS ROUNDTABLE - EPISODE TWO: STANDARD CHARTERED & LIVERPOOL FC
ENTERED BY: LIVERPOOL FOOTBALL CLUB

This entry focused on episode two of the Reds Roundtable. Set against the backdrop of Olympia in Liverpool, team stars welcomed fans into an intimate, authentic and insightful discussion that extended beyond football. This reflected SCB's ambition to foster deeper engagement with Liverpool FC's fanbase across the club's owned channels.

WINNER

ŠKODA X TOUR DE FRANCE: DRAW DE FRANCE
ENTERED BY: LEO BURNETT UK

Powered by this Strava-centred campaign, Škoda achieved a strong set of results across all key platforms/channels. Against this backdrop, the car brand is on track to deliver robust brand consideration in the coming years.



BRANDED CONTENT

SHORTLIST

A TEAM TALK TO INSPIRE THE NATION WITH NATWEST
ENTERED BY: NATWEST

This entry was built around the bank's partnership with TeamGB. The two organisations were united in a common purpose: to champion potential and help people thrive. 'Team Talk' was integral to this large scale, multi-faceted partnership. Its purpose was to motivate people to take action today for a better tomorrow, starring Team GB athlete ambassadors as the inspiration.

ANDREX - DO YOU REALLY LIKE IT? (WHEN THEY LEARN TO WIPE IT)
ENTERED BY: DRUM OMG

This campaign was about persuading distracted parents to engage with Andrex's potty-training app, GoTime. The solution was to step out of the stressful world of parenting altogether and use a more entertaining vehicle to get their attention. The brand worked with DJ Pied Piper and Masters of Ceremonies to re-record 'Do You Really Like It?' with a toilet-themed twist.

BOOTS ONLINE DR.
ENTERED BY: SKY MEDIA

The aim of this campaign was to persuade men to engage with Boots Online Doctor. To achieve this, Boots partnered with Sky Sports. The partners asked some of the most traditionally guarded men - Premier League footballers - to share their very personal health problems. The resulting videos were among the most successful pieces of branded content on Sky Sports ever.

CORNER SHOP DROP WITH KISS & MENTOS
ENTERED BY: BAUER MEDIA

This campaign was about transforming Mentos into a go-to treat for Gen Z. By blending cultural relevancy with creativity, Corner Shop Drop captured attention through talent-led content in a relatable setting for young audiences – local corner shops. The campaign fostered deeper connections with the audience, driving increased metrics, including taste and treat perception.

DEAR LIVERPOOL FC - NIVEA MEN & LIVERPOOL FC
ENTERED BY: LIVERPOOL FOOTBALL CLUB

The entry was centred on the Dear Liverpool FC series. One episode shone a spotlight on inspirational LFC fan Harry Whitehurst, who has a rare genetic condition. The episode delivered a message of inclusivity and strength, underscoring the profound impact football has in uniting and uplifting people.

JESSIE WARE & OVO - ROAD TO WEMBLEY WITH OVO BEYOND
ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

This entry supported the launch of a new product OVO Beyond. As part of the activation, OVO brought music industry icons Jessie Ware and Clara Amfo together for an exclusive gig to reward Beyond customers for making greener choices.

MORRISONS MARKET STREET & GOOD FOOD
ENTERED BY: WAVEMAKER UK

This campaign set out to highlight Morrisons USP: the quality and expertise of its Market Street counters. The content-based partnership with Good Food took Market Street beyond the store as a destination for recipe ideas and expert advice, generating excellent ROI and improving quality perceptions.

VINTED SECOND-HAND SHOWDOWN
ENTERED BY: CHANNEL 4

Second-Hand Showdown was about reinforcing Vinted's position as the leader in the circular economy, while continuing to grow its user base. By amplifying entertainment, individuality, and emotional resonance, the series connected with Vinted's core audience of 18-34 women, driving exceptional results.

WINNER

A TEAM TALK TO INSPIRE THE NATION WITH NATWEST
ENTERED BY: NATWEST

A Brand Lift Study on NatWest's social activity showed that the 'Team Talk' message landed, with increases in both recall and cost-efficiency. The content resonated with audiences, who said it made them feel more positive about NatWest.



HIGHLY COMMENDED

DEAR LIVERPOOL FC - NIVEA MEN & LIVERPOOL FC
ENTERED BY LIVERPOOL FOOTBALL CLUB

CELEBRITY & INFLUENCER ENDORSEMENT

SHORTLIST

#TALKMORETHANFOOTBALL WITH THREE UK
ENTERED BY: THREE UK

This initiative addresses the fact that two-thirds of football fans have struggled with mental health, but just one-third have spoken about it. Mobilising partnerships with Chelsea and Samaritans, Three enlisted Vinnie Jones to get the nation talking. The campaign gained extensive traction, trending on X, with 149m views, 750K social media engagement and 403 press pieces.

KICK ON WITH STARLING
ENTERED BY: STARLING BANK

Kick On with Starling is a project to support women's and girls' grassroots football teams. With former Lioness Jill Scott as ambassador, the scheme has provided 10,000 women and girls with free kit, while the social media campaign for 'Kick On' has outperformed expectations.

OLIVIA DEAN & DHL - FROM RIO WITH LOVE
ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

This campaign utilised music from both a live performance and emotive storytelling perspective. Captured in two core outputs, a mini-documentary and live event, it articulated DHL's mission to connect people and improve lives.

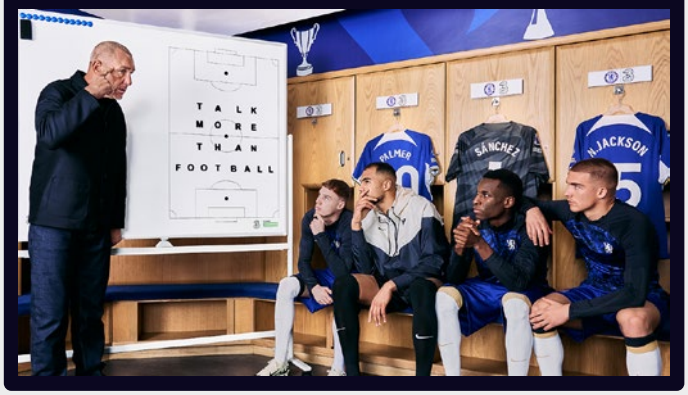
OVO - EV KARAOKE
ENTERED BY: GLOBE UNIVERSAL MUSIC GROUP & THE SPACE BETWEEN

This entry supported the launch of a new product OVO Beyond. As part of the activation, OVO engaged Jessie Ware & Clara Amfo who, in classic carpool karaoke fashion, travelled to OVO Arena Wembley in an EV and discussed music and sustainability.

WINNER

#TALKMORETHANFOOTBALL WITH THREE UK
ENTERED BY: THREE UK

This campaign helped Three's brand association with football increase dramatically. More importantly, it empowered 91% of fans to feel confident opening up about mental health.



SPORTS SPONSORSHIP – TEAM FOCUS

SUPPORTED BY SPORT ENGLAND

SHORTLIST

BARCLAYS & WOMEN'S FOOTBALL
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

This campaign centres on the bank's investment in UK women's sport. As title sponsor of the Barclays Women's Super League, Barclays – working with M&C Saatchi Sport and Entertainment, has elevated the BWSL globally, creating opportunities, celebrating role models, and breaking records.

GO.COMPARE & WELSH RUGBY UNION SPONSORSHIP
ENTERED BY: DRUM OMG

The aim of this WRU sponsorship was to create a strong, seamless association that would stand out in a crowded space full of brands talking about major sporting tournaments. Leveraging the credibility of the WRU, the partners brought the sponsorship to life through a combination of AV content and editorial sponsorship during key sporting moments.

OKX & MCLAREN RACING FUEL THE FAN EXPERIENCE WITH WEB3
ENTERED BY: CAA BRAND CONSULTING

This partnership with McLaren Racing is founded on a shared passion for innovation, creativity and ambition. After two seasons of building brand awareness, OKX shifted gear. From a season-long NFT campaign and fanzone celebrating a racing icon, to a livery enhancement and episodic content, OKX and McLaren found numerous ways to enhance their partnership.

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

The campaign targeted a fan demo too often overlooked in a football stadium – the Deaf community. Using cutting-edge tech, the partners developed a world-first: a replica NUFC shirt woven with intelligent sensors that translated the stadium soundscape into a 'physical language' of pulses and tingles.

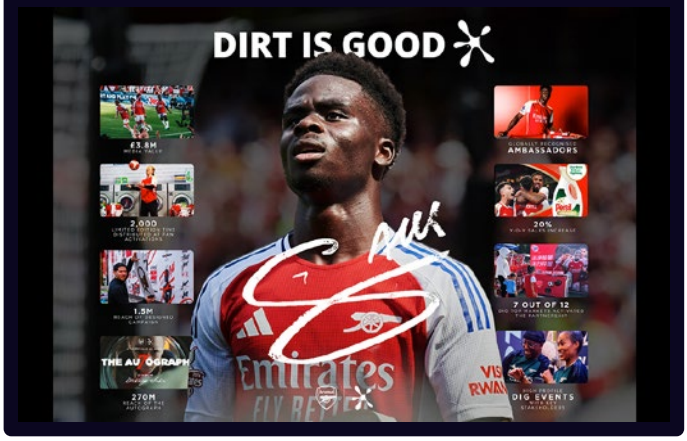
PLAY ON WITH DIRT IS GOOD AND ARSENAL FC
ENTERED BY: WASSERMAN

This campaign focused on the brand's global partnership with Arsenal. Dirt Is Good is a collection of Unilever laundry brands - Persil, OMO, Surf Excel, Breeze, Rinso, Ala and Skip – and the goal was to launch its new brand positioning around personal growth, determination and resilience through sport.

WINNER

PLAY ON WITH DIRT IS GOOD AND ARSENAL FC
ENTERED BY: WASSERMAN

A series of creative and strategic activations spearheaded by football icons such as Bukayo Saka helped embed DIG in football culture. The campaign delivered strong results, and encouraged more people to get dirty.



HIGHLY COMMENDED

BARCLAYS & WOMEN'S FOOTBALL
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

SPORTS SPONSORSHIP – EVENT FOCUS.

SUPPORTED BY SPORT ENGLAND

SHORTLIST

BRITISH CYCLING & LLOYDS TOUR OF BRITAIN
ENTERED BY: BRITISH CYCLING

This campaign centred on a major new partnership. Lloyds recognised the opportunity to align with British Cycling and create a powerful platform that is relevant to modern consumers and can act as a vehicle for driving positive change.

CARLING & TALKSPORT EURO 2024
ENTERED BY: TALKSPORT, CARAT & STORYLAB

The game plan for this campaign revolved around becoming headline co-sponsor of talkSPORT's radio rights coverage of Euro 2024. The campaign scored a 5m reach, alongside 1.06m podcast impressions and 2.4m social views. This enabled Carling to overperform vs its brand equity goals.

KP SNACKS & THE HUNDRED
ENTERED BY: WASSERMAN

This partnership is about making cricket more accessible to all, by encouraging and inspiring families and communities to get active through the sport. At the heart of this is KP Snacks 'Everyone In' campaign, which is aligned with the ECB's strategy for the future for growth of the game across all levels.

LEXUS & THE LTA: SERVING UP AN ACE IN SPONSORSHIP
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

The mission of this partnership was to shift Lexus from the periphery to the forefront of consumers' minds. The chosen strategy was a lead partnership with the LTA and sponsorship of Sky Sports' inaugural tennis channel.

PADDY POWER - THE BIGGER 180 AT WDC 2025
ENTERED BY: PADDY POWER

The goal of this WDC 2025 partnership was to raise awareness of Prostate Cancer and funds for charity Prostate Cancer UK. Building on a successful first year, year two raised £1.2m to support the charity's research. The campaign also improved brand trust, increased active darts players, and drove bets on the event.

WINNER

LEXUS & THE LTA: SERVING UP AN ACE IN SPONSORSHIP
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This multi-tiered approach delivered a huge increase in salience, made Lexus the most improved auto brand in the UK for consideration, and improved positive sentiment. Overall, a grand slam for brand revitalisation.



HIGHLY COMMENDED

PADDY POWER - THE BIGGER 180 AT WDC 2025
ENTERED BY: PADDY POWER

WOMEN'S SPORT SPONSORSHIP

SUPPORTED BY WOMEN IN SPORT

SHORTLIST

#WESEEYOUNETWORK & THREE UK
ENTERED BY: THREE UK

The #WeSeeYou Network (WSYN) is a culture-shifting initiative, building a community of role models. The goal is to celebrate the abundant – but often unseen – women in football, recognising the women who are the backbone of their communities, and nurturing the talent who are the future of the game.

ADOBE WOMEN'S FA CUP
ENTERED BY: THE FA

This ground-breaking partnership uses the Women's FA Cup to build and protect the uniqueness of the women's game and deliver equal opportunities for women and girls to play. Using platforms and tools, it tells and shares stories, raises awareness and motivates the next generation of women players & fans.

BARCLAYS & THE FA WOMEN'S FOOTBALL
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

The campaign centres on the bank's investment in UK women's sport. As title sponsor of the Barclays Women's Super League, Barclays – working with M&C Saatchi Sport and Entertainment, has elevated the BWSL globally, creating opportunities, celebrating role models, and breaking records.

ENERGISING WOMEN AND GIRLS FOOTBALL IN SCOTLAND
ENTERED BY SCOTTISHPOWER

This well-established partnership seeks to grow the women's game at every age and stage across Scotland by broadening access to football, supporting communities through cost of living challenges and raising the profile of SWPL players. Standout achievements include ScottishPower ranking highest for unprompted awareness of Scottish women's football sponsorship.

METRO BANK CHAMPION OF WOMEN'S AND GIRLS' CRICKET
ENTERED BY: THE SPACE BETWEEN

The aim of this partnership is to triple the number of girls' cricket teams by 2028—transforming the sport for generations to come. About more than cricket, the goal is to empower girls with confidence, success, and opportunity.

O2 WEARABLE REPORT
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

This entry centred on the UK's first wearable report, created by Red Roses rugby player, Ellie Kildunne and her creative platform 5022. The initiative was designed to reduce rugby's gender awareness gap, highlight the women's game and engage a socially conscious Gen Z audience.

ROYAL LONDON - LIONS WOMEN FOUNDING PARTNER
ENTERED BY: ROYAL LONDON

This partnership is built on the brand's direct involvement in the creation of a British & Irish Lions Women's Team. As founding partner, Royal London's long-term investment has driven actionable change from grassroots to elite performance. As a consequence, key brand metrics have been positively impacted.

SOUTHAMPTON FOOTBALL CLUB WOMEN & STARLING BANK
ENTERED BY: SOUTHAMPTON FOOTBALL CLUB WOMEN

This programme is about empowering women's and girls' football. It is built around three key initiatives aimed at supporting the development and growth of women's and girls' football from grassroots level upwards through the football pyramid. These are 'Coaches of Tomorrow', 'Starling Bank Scout School', and 'The Next Starling'.

WINNER

METRO BANK CHAMPION OF WOMEN'S AND GIRLS' CRICKET
ENTERED BY: THE SPACE BETWEEN

The 2024 campaign showed that a brand can make a difference to a generation of girls on and off the field and deliver for the brand and business. In 2025 Metro Bank plans to integrate its new brand positioning 'This is Relationship Banking' and showcase the importance of relationships on the cricket pitch and in business.



HIGHLY COMMENDED

BARCLAYS & THE FA WOMEN'S FOOTBALL
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

BEST FOOTBALL SPONSORSHIP

SHORTLIST

#TALKMORETHANFOOTBALL WITH THREE UK
ENTERED BY: THREE MOBILE

This initiative addresses the fact that two-thirds of football fans have struggled with mental health, but just one-third have spoken about it. Mobilising partnerships with Chelsea and Samaritans, Three enlisted Vinnie Jones to get the nation talking. The campaign gained extensive traction, trending on X, with 149m views, 750K social media engagement and 403 press pieces.

COCA-COLA & EURO 2024 - #THERITUALCUP
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This partnership was about helping Coca-Cola Zero Sugar boost consumption and emotional connection during Euro 2024. With footballer Toni Kroos as the main protagonist, the sponsorship helped Coca-Cola Zero Sugar stand out in a crowded market, driving brand relevance.

MARRIOTT BONVOY & MANCHESTER UNITED
ENTERED BY: 160OVER90

The partnership redefined football sponsorship by blending world-class hospitality with one of sport's most iconic clubs. Through the Moments platform, fans enjoyed exclusive matchday experiences at Old Trafford and the Near & Far video series.

OKX AND MANCHESTER CITY BRING FANS CLOSER TO WEB3
ENTERED BY: CAA BRAND CONSULTING

This tech-powered partnership is founded on executing innovative campaigns that add value for a global fanbase. From introducing fans to crypto and Web3, to player activations that bring fans closer to their heroes, it has delivered significant, tangible exposure for OKX across fanbases worldwide.

PLAY ON WITH DIRT IS GOOD AND ARSENAL FC
ENTERED BY: WASSERMAN

The campaign focused on the brand's global partnership with Arsenal. Dirt Is Good is a collection of Unilever laundry brands - Persil, OMO, Surf Excel, Breeze, Rinso, Ala and Skip – and the goal was to launch its new brand positioning around personal growth, determination and resilience through sport.

SKY BET FAN ZONES - ELEVATING THE EURO 2024 EXPERIENCE
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

The Euro 2024 Fan Zones initiative aimed to establish the brand as the primary 'Fan-First' betting platform by creating immersive experiences that engage football fans. Through strategically located fan zones Sky Bet was able to enhance visibility and foster positive sentiment.

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

This partnership targeted a fan demo too often overlooked in a football stadium – the Deaf community. Using cutting-edge tech, the partners developed a world-first: a replica NUFC shirt woven with intelligent sensors that translated the stadium soundscape into a 'physical language' of pulses and tingles.

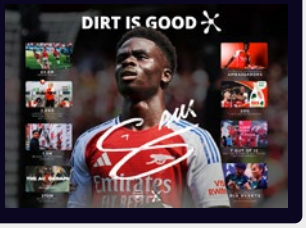
UP YOUR BBQ GAME WITH UNILEVER & UEFA EURO 2024
ENTERED BY: WASSERMAN

The campaign saw Unilever Nutrition and its portfolio of 21 condiment brands (led by Hellmann's) come together for the first time in 2024 to transform BBQ season across Europe. The partnership was brought to life by football stars from several key markets as they playfully challenged football fans and BBQers to 'Up Your BBQ Game' in a 360° activation campaign.

WINNER

PLAY ON WITH DIRT IS GOOD AND ARSENAL FC
ENTERED BY: WASSERMAN

Year one of Dirt Is Good's new brand positioning was supercharged through its global partnership with Arsenal and has reached an unprecedented audience. The alliance exceeded all ambitions and has established a strong platform to deliver even greater impact in the coming season.



HIGHLY COMMENDED

MARRIOTT BONVOY & MANCHESTER UNITED
ENTERED BY: 160OVER90

GRASS ROOTS SPORTS

SUPPORTED BY SPORT + RECREATION ALLIANCE

SHORTLIST

DP WORLD & THE DP WORLD TOUR - SECOND LIFE INITIATIVE
ENTERED BY: 160OVER90

This partnership seeks to elevates golf globally while driving positive community impact. In 2024, a new and innovative 'Balls for Birdies' initiative extended DP World's 'Second Life Container' programme, collecting and donating over 350,000 used golf balls to support grassroots golf programmes.

ENERGISING WOMEN AND GIRLS FOOTBALL IN SCOTLAND
ENTERED BY SCOTTISHPOWER

This well-established partnership seeks to grow the women's game at every age and stage across Scotland by broadening access to football, supporting communities through cost of living challenges and raising the profile of SWPL players. Standout achievements include ScottishPower ranking highest for unprompted awareness of Scottish women's football sponsorship.

FACTORY INTERNATIONAL & ADIDAS: BUILD AT AVIVA STUDIOS
ENTERED BY: FACTORY INTERNATIONAL

Build was a dynamic 12-day event in Manchester that sought to inspire Gen Z audiences to marvel at global skaters, and learn while being inspired. Free classes events, awards merchandise and parties gave birth to a new skate park in a city currently lacking spaces to develop this dynamic urban sport.

KELLOGG'S FOOTBALL CAMPS
ENTERED BY: WASSERMAN

Kellogg's Football Camps is a multi-platform, multi-partner campaign that enables children to get active, utilising football as a cultural passion point. Leveraging partner rights from the EFL, Manchester City, Rangers, and Celtic, the campaign provided 'better days' for over 60,000 children across the UK.

OLYMPIC OVERHAUL BY BRITISH GAS
ENTERED BY: SIDHU & SIMON

This entry focused on the brand's status as Official Energy Services Provider of Team GB and ParalympicsGB. The Olympic Overhaul campaign addressed the financial challenges facing grassroots sports clubs. By leveraging energy-efficient solutions and strategic media engagement, British Gas demonstrated its commitment to both communities and sustainable energy.

SOUTHAMPTON FOOTBALL CLUB WOMEN & STARLING BANK
ENTERED BY: SOUTHAMPTON FOOTBALL CLUB WOMEN

This partnership is about empowering women's and girls' football. It is built around three key initiatives aimed at supporting the development and growth of women's and girls' football from grassroots level upwards through the football pyramid. These are 'Coaches of Tomorrow', 'Starling Bank Scout School', and 'The Next Starling'.

WINNER

OLYMPIC OVERHAUL BY BRITISH GAS
ENTERED BY: SIDHU & SIMON

Olympic Overhaul's innovative approach sets a new benchmark for sustainable partnerships. The campaign exceeded its core objectives, delivering impact across multiple channels and achieving lasting community benefits.



HIGHLY COMMENDED

ENERGISING WOMEN AND GIRLS FOOTBALL IN SCOTLAND
ENTERED BY SCOTTISHPOWER

PARIS 2024 SUMMER OLYMPIC AND PARALYMPIC GAMES

SHORTLIST

BRIDGESTONE: PREPARED TO PERFORM
ENTERED BY: WEAREFEARLESS.

Pan European campaign 'Prepared to Perform' cleverly hijacked the cultural blind spot of 'luck'. It showed how Olympians mitigate risk with rigorous training and mental preparation - just like Bridgestone - whose products and solutions require meticulous preparation to give drivers confidence in them.

BRINGING GETPRO TO THE UK AND THE OLYMPICS
ENTERED BY: WEAREFEARLESS.

This campaign was designed to accompany the brand's UK launch. GetPRO partnered Team GB alongside Britain's fastest man, sprinter Zharnel Hughes and Para triathlete Lauren Steadman. Athlete endorsement gave GetPRO credibility, while rights were activated on pack, digital and via in-store activations.

FLOGAS – THE ENERGY BEHIND TEAM IRELAND
ENTERED BY: TITAN EXPERIENCE

This Paris 2024 partnership with Team Ireland presented a strategic business opportunity for the brand to enhance awareness, strengthen credibility & trust, and increase customer engagement, as well as aligning CSR and brand values. Flogas promoted a full range of energy solutions, ultimately driving customer acquisition and fostering customer retention.

NATWEST & TEAM GB PARTNERSHIP
ENTERED BY: NATWEST

The partnership with Team GB was the bank's biggest ever sponsorship. The campaign was designed to create awareness of the partnership and motivate customers, colleagues, athletes and communities to take action today for a better tomorrow, with Team GB athlete ambassadors starring throughout as the ultimate inspiration.

OLYMPIC OVERHAUL BY BRITISH GAS
ENTERED BY: SIDHU & SIMON

This entry focused on the brand's status as Official Energy Services Provider of Team GB and ParalympicsGB. The Olympic Overhaul campaign addressed the financial challenges facing grassroots sports clubs. By leveraging energy-efficient solutions and strategic media engagement, British Gas demonstrated its commitment to both communities and sustainable energy.

TEAM GB & DELOITTE - WHAT IT TAKES TO BE A CHAMPION
ENTERED BY: TEAM GB & DELOITTE

This purpose-driven B2B partnership achieved a 35.1 million reach, engaged 200,000 people with Mindscape, and grew Team GB's database to over 204,500, demonstrating the impact of innovative technology and collaboration. The impactful campaign resonated with audiences, showcasing the multifaceted nature of champions both on and off the field.

THE POWER OF SLEEP: DREAMS SLEEP RETREAT
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

The programme set out to empower Paris 2024 athletes by prioritising sleep quality. The 'Power of Sleep' campaign focused on Dreams Sleep Support, Performance & Emotion, and Human-led Storytelling. Personalised solutions included a 'Dreams Sleep Retreat' with custom sleep pods.

TOYOTA & PARALYMPICSGB - 'EVERY BODY MOVES'
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This partnership revolves around the insight that disabled people are twice as likely as non-disabled to struggle finding accessible activities. Toyota, with ParalympicsGB, showed its commitment to mobility for all by placing Every Body Moves, an online disability activity hub and finder, at the heart of its Paris 2024 campaign.

WINNER

NATWEST & TEAM GB PARTNERSHIP
ENTERED BY: NATWEST

With just eight months to deliver a multi-channel, fully integrated experiential campaign, the relationship with Team GB has achieved the gold standard in NatWest partnership delivery. NatWest exceeded its targets to become the number one finance brand associated with Team GB.



ESPORTS OR GAMING SPONSORSHIP.

SHORTLIST

BLAST PREMIER SPRING FINAL 2024 PRESENTED BY REVOLUT
ENTERED BY: BLAST PREMIER

This partnership redefined fan engagement by delivering exclusive offers, prizes, and unforgettable experiences. By tapping into the esports fanbase, the collaboration helped financial services platform Revolut connect to a digitally savvy demo.

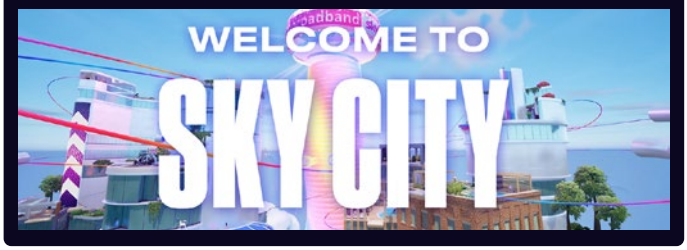
SPEED SHOWDOWN POWERED BY SKY BROADBAND
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This partnership centred on Sky's branded map in Fortnite, called Sky City. The agency was tasked with driving awareness of Sky City and bringing the experience into the heart of gaming culture.

WINNER

SPEED SHOWDOWN POWERED BY SKY BROADBAND
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

The winning entry put creators' communities at the centre of the campaign, by launching a first-of-its-kind live event, Speed Showdown. The creators went live on stream, inviting their community to join Sky City and play alongside them. Speed Showdown over-delivered on impressions, reach, live event views and social engagements.



MASS PARTICIPATION

SHORTLIST

TCS LONDON MARATHON - IMAGINE THE DIFFERENCE
ENTERED BY: TCS IN THE UK AND IRELAND

This partnership centred on the role of tech innovation in athletic performance and fan experience at large-scale events. TCS used a combination of experiences and social media to build brand awareness and position itself as forward-thinking technology leaders.

THE HAUNTING OF THE OUTERNET WITH PLUTO TV
ENTERED BY: WAVEMAKER UK

This campaign was about supporting the Most Haunted series, available on Pluto TV. A Haunted Mansion activation, free to all, attracted thousands and reached millions more via social media and boosted Pluto TV's connection with the show.

WINNER

TCS LONDON MARATHON - IMAGINE THE DIFFERENCE
ENTERED BY: TCS IN THE UK AND IRELAND

This partnership achieved spectacular results, outperforming pre-campaign expectations. By introducing human storytelling to this b2b-focused sponsorship, TCS brand recognition and brand value were both positively impacted.



RIGHTS HOLDER

SUPPORTED BY CAYTOO

SHORTLIST

AEG EUROPE
BRITISH CYCLING
LW THEATRES
LIVE NATION
TRANSPORT FOR LONDON

ARTS RIGHTS HOLDER - WINNER
LW THEATRES

LW Theatres is the largest commercial theatre group in the West End, welcoming 3.5m visitors a year across six iconic venues. By doubling down on its sponsorship strategy, it has secured partners such as Cathay and Marriot Bonvoy. The result has been a lucrative new revenues stream, access to a global database and an enhanced visitor experience.



ENTERTAINMENT RIGHTS HOLDER - WINNER
LIVE NATION

By reassessing its existing portfolio of events, Live Nation delivered unparalleled value to sponsors. Innovations included headline multi-festival partnerships, regional sponsorship opportunities and a family-friendly festival offering. Brands like Rockstar Energy and TK Maxx were secured as a result.



MEDIA RIGHTS HOLDER - WINNER
TFL – TRANSPORT FOR LONDON

By reimagining the sponsorship potential of its network, TFL secured high-profile partnerships with the likes of Dettol, Sony PlayStation, Samsung and Google. Despite the challenges involved in running a transport network, it has created a highly demanded offering that integrates seamlessly into the capital.



BUSINESS TO BUSINESS SPONSORSHIP

SHORTLIST

GALLAGHER AND PREMIERSHIP RUGBY
ENTERED BY: PITCH MARKETING GROUP

This campaign was designed to achieve several objectives for the brand – ranging from improving employee engagement though to increasing awareness among financial decision-makers at small to medium sized companies. The decision to renew is an indication that it has achieved its goals.

TCS LONDON MARATHON - IMAGINE THE DIFFERENCE:
ENTERED BY: TCS IN THE UK AND IRELAND

This high-profile campaign underlines how tech innovation is playing a key role in breaking new ground in athletic performance. The partnership used a combination of experiences and social media to build brand awareness for TCS and position the brand as forward-thinking leaders in the technology sector.

TEAM GB & DELOITTE - WHAT IT TAKES TO BE A CHAMPION
ENTERED BY: DELOITTE

This B2B partnership achieved a 35.1 million reach, engaged 200,000 people with Mindscape, and grew Team GB's database to over 204,500, demonstrating the impact of innovative technology and collaboration. The impactful campaign resonated with audiences, showcasing the multifaceted nature of champions both on and off the field.

WINNER

GALLAGHER AND PREMIERSHIP RUGBY
ENTERED BY: PITCH MARKETING GROUP

Through programmes such as 'Right Here For Rugby' and 'Right Here For Business', Gallagher's well-established partnership with Premiership Rugby has boosted awareness, won new business and inspired its employees to get involved.



BRAND SPONSORSHIP

SPONSORED BY SPONSORIUM

SHORTLIST

BRIDGESTONE PARIS 2024: PREPARED TO PERFORM
ENTERED BY: WEAREFEARLESS.

The pan-European campaign 'Prepared to Perform' cleverly hijacked the cultural blind spot of 'luck'. It showed how Olympians mitigate risk with rigorous training and mental preparation - just like Bridgestone - whose products and solutions require meticulous preparation to give drivers confidence in them.

GETPRO & TEAM GB
ENTERED BY: WEAREFEARLESS.

This campaign accompanied the brand's UK launch. GetPRO partnered Team GB alongside sprinter Zharnel Hughes and Para triathlete Lauren Steadman. From GetPro's 'Out Run an Olympian' pop-up to activations at Team GB events and on-pack, the sponsorship was integrated across every touch point.

NATWEST & TEAM GB PARTNERSHIP
ENTERED BY: NATWEST

This partnership with Team GB was the bank's biggest ever sponsorship. The campaign was designed to create awareness of the partnership and motivate customers, colleagues, athletes and communities to take action today for a better tomorrow, with Team GB athlete ambassadors starring throughout as the ultimate inspiration.

PADDY POWER - THE BIGGER 180 AT WDC 2025
ENTERED BY: PADDY POWER

The goal of this WDC 2025 partnership was to raise awareness of Prostate Cancer and funds for charity Prostate Cancer UK. Building on a successful first year, year two raised £1.2m to support the charity's research. The campaign also improved brand trust, increased the number of active darts players, and drove bets on the event.

RHS CHELSEA FLOWER SHOW & THE NEWT IN SOMERSET
ENTERED BY: GRAND CENTRAL CREATIVE

This partnership with the RHS Chelsea Flower dates back to 2022. In 2024, the goal was to establish The Newt as a key presence, aspiring to become as synonymous with RHS Chelsea as strawberries and cream are with Wimbledon.

SELA & NEWCASTLE UNITED
ENTERED BY: SELA & NEWCASTLE UNITED

The sponsorship set out to rethink football sponsorship, creating unforgettable experiences for fans. Through research into fan folklore, club heritage and local culture, a programme of people-centred activations followed, from the inspiring, to the spectacular, to the community-minded, to genuine world-firsts.

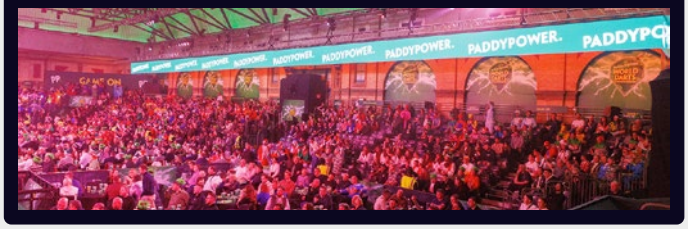
SKY MOBILE GOES ON TOUR WITH THE OVERLAP
ENTERED BY: SKY MEDIA

This campaign was about authentically connecting Sky Mobile with prospective customers. 'The overlap on tour' was a new football show that took football heroes out of the studio and gave Sky Mobile the opportunity to integrate their product seamlessly. The decision generated a huge boost in new customers.

WINNER

PADDY POWER - THE BIGGER 180 AT WDC 2025
ENTERED BY: PADDY POWER

Another bullseye from Paddy Power, which secured £1.2m for charity while also hitting its core objectives. Improved brand love, increased darts participation and an uplift in social media followers were an impressive three in a bed.



HIGHLY COMMENDED

SKY MOBILE GOES ON TOUR WITH THE OVERLAP
ENTERED BY: SKY MEDIA

FIRST TIME SPONSORS

SHORTLIST

GETPRO & TEAM GB: A GOLD STANDARD LAUNCH
ENTERED BY: WEAREFEARLESS.

This campaign accompanied the brand's UK launch. GetPRO partnered Team GB alongside sprinter Zharnel Hughes and Para triathlete Lauren Steadman. A 'first ever' sponsorship, it has propelled GetPRO as a household name, helping surpass market penetration targets and gain impressive market share.

PLAY ON WITH DIRT IS GOOD AND ARSENAL FC
ENTERED BY: WASSERMAN

The activity focused on the brand's global partnership with Arsenal. Dirt Is Good is a collection of Unilever laundry brands - Persil, OMO, Surf Excel, Breeze, Rinso, Ala and Skip – and the goal was to launch its new brand positioning around personal growth, determination and resilience through sport.

TESCO WHOOSH SPONSORS COMEDY ON CHANNEL 4: 'IT'S ALL IN THE DELIVERY'
ENTERED BY: CHANNEL 4

This partnership aligned Whoosh with comedy through humorous idents featuring people absorbed in quirky hobbies, emphasising convenience with the tagline, 'It's all in the delivery.' By combining TV, social and digital, Tesco reached over half the UK population, boosted Whoosh's awareness and consideration, and made a connection with audiences.

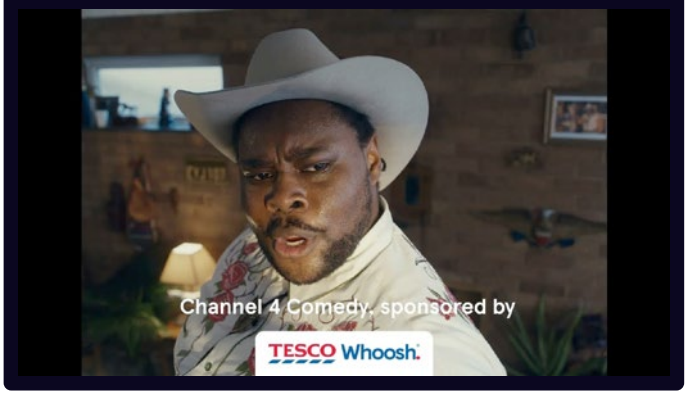
UP YOUR BBQ GAME WITH UNILEVER & UEFA EURO 2024
ENTERED BY: WASSERMAN

Sponsored by Unilever and entered by Wasserman, this partnership saw Unilever Nutrition and its portfolio of 21 condiment brands (led by Hellmann's) come together for the first time in 2024 to transform BBQ season across Europe. The partnership was brought to life by football stars from several key markets as they playfully challenged football fans and BBQers to 'Up Your BBQ Game' in a 360° activation campaign.

WINNER

TESCO WHOOSH SPONSORS COMEDY ON CHANNEL 4: 'IT'S ALL IN THE DELIVERY'
ENTERED BY: CHANNEL 4

Tesco Whoosh's debut into sponsorship was an undeniable success, exceeding expectations and establishing Whoosh as a strong contender in the rapid delivery market. By combining TV, social media, and digital touchpoints, Tesco Whoosh created a powerful, omni-channel campaign that ensured Whoosh reached audiences wherever they were.



SPONSORSHIP CONTINUITY

SHORTLIST

BARCLAYS & BARCLAYS WOMEN'S SUPER LEAGUE
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

This enduring partnership began in 2019, when the bank made the biggest ever investment in UK women's sport by a brand. The collaboration has propelled the BWSL to global prominence - achieved through a collaborative partnership which has focused on creating opportunities and championing heroes across women and girls' football.

DEAR LIVERPOOL FC - NIVEA MEN & LIVERPOOL FC
ENTERED BY: LIVERPOOL FOOTBALL CLUB

This entry centres on the Dear Liverpool FC series, launched in 2016. Designed to celebrate fans by spotlighting their personal stories, the series quickly became popular, beginning with a memorable first episode featuring Virgil van Dijk. The authentic engagement from fans set the tone for the entire series, which has evolved to resonate with Liverpool FC's followers.

EVERARDS BREWERY & LEICESTER TIGERS
ENTERED BY: LEICESTER TIGERS

This 40-year partnership exemplifies the power of collaboration built on shared heritage, community engagement, and innovative fan experiences. With over 85% of fans identifying Everards as the Tigers' official ale, this partnership drives brand loyalty, increases revenue, and deepens connections with the Leicester community.

GALLAGHER AND PREMIERSHIP RUGBY
ENTERED BY: PITCH MARKETING GROUP

The long-running campaign was designed to achieve several objectives for the brand – ranging from improving employee engagement though to increasing awareness among financial decision-makers at small to medium sized companies. The decision to renew is an indication that it has achieved its goals.

WICKES & BAUER MEDIA
ENTERED BY: BAUER MEDIA

This 12-year partnership was renewed once more in 2024. Using an Absolute Radio sponsorship as the backbone of the campaign to reach the core audience, and Grazia, Hits Radio, heat and Closer to cater for secondary audiences, the sponsorship has helped Wickes reach home improvement & trade audiences to raise awareness, brand consideration and drive action.

WINNER

GALLAGHER AND PREMIERSHIP RUGBY
ENTERED BY: PITCH MARKETING GROUP

The Covid-induced economic backlash had a major impact on all sports, and it would have been easy for Gallagher not to renew its sponsorship. However, the decision to re-commit has paid off, resulting in benefits for both brand and rights holder.



INTERNATIONAL SPONSORSHIP

SHORTLIST

DP WORLD & THE ICC
ENTERED BY: 160OVER90

This partnership facilitated world-class logistics for the ICC Men's T20 World Cup and empowered over 10,000 individuals globally through the Beyond Boundaries Initiative. By focusing on global reach, grassroots development, and female empowerment, this partnership underscores DP World's commitment to making cricket more accessible at every level.

DREAM WEEKEND CAMPAIGN 2024 WITH MONEYGRAM
ENTERED BY: WASSERMAN

The partnership with Haas F1 Team delivers unprecedented access and experiences to Formula One fans and MoneyGram customers – helping them drive their dreams. MoneyGram has creatively utilised the partnership to connect people all over the world, with the 2024 Dream Weekend enjoying activations in Melbourne, Miami, Monaco, Silverstone and Las Vegas.

FLOGAS – THE ENERGY BEHIND TEAM IRELAND
ENTERED BY: TITAN EXPERIENCE

This Paris 2024 partnership with Team Ireland presented a strategic business opportunity for the brand to enhance awareness, strengthen credibility & trust, and increase customer engagement, as well as aligning CSR and brand values. Flogas promoted a full range of energy solutions, ultimately driving customer acquisition and fostering customer retention.

MARRIOTT BONVOY & MANCHESTER UNITED
ENTERED BY: 160OVER90

The partnership redefined football sponsorship by blending world-class hospitality with one of sport's most iconic clubs. Through the Moments platform, fans enjoyed exclusive matchday experiences at Old Trafford and the Near & Far video series.

OKX AND MANCHESTER CITY BRING FANS CLOSER TO WEB3
ENTERED BY: CAA BRAND CONSULTING

This tech-powered partnership is founded on executing innovative campaigns that add value for a global fanbase. From introducing fans to crypto and Web3, to player activations that bring fans closer to their heroes, it has delivered significant, tangible exposure for OKX across fanbases worldwide.

UP YOUR BBQ GAME WITH UNILEVER & UEFA EURO 2024
ENTERED BY: WASSERMAN

The programme saw Unilever Nutrition and its portfolio of 21 condiment brands (led by Hellmann's) come together for the first time in 2024 to transform BBQ season across Europe. The partnership was brought to life by football stars from several key markets as they playfully challenged football fans and BBQers to 'Up Your BBQ Game' in a 360° activation campaign.

WINNER

MARRIOTT BONVOY & MANCHESTER UNITED
ENTERED BY: 160OVER90

This highly effective sponsorship delivered 51 million views and a 261% increase in social content viewership. An innovative collaboration, it deepened emotional connections with fans and positioned Marriott Bonvoy as a leader in experiential marketing and football fan engagement.

HIGHLY COMMENDED

OKX AND MANCHESTER CITY BRING FANS CLOSER TO WEB3
ENTERED BY: CAA BRAND CONSULTING

BEST USE OF RESEARCH, MEASUREMENT & EVALUATION

SPONSORED BY GSIQ

SHORTLIST

BARCLAYS SPONSORSHIP EVALUATION FRAMEWORK
ENTERED BY: BARCLAYS

The 'Sponsorship Evaluation Framework' has transformed assessment of the bank's sponsorship portfolio, which includes iconic properties like the Premier League, Barclays Women's Super League, Wimbledon, and Global Music. The framework evaluates these properties against various key factors, providing greater strategic focus, improved performance; and evidence to support renewals.

DRIVING CHANGE WITH VOLVO & SKY ATLANTIC
ENTERED BY: SKY MEDIA

Volvo's Sky Atlantic partnership is one of Sky Media's most established entertainment sponsorships. Entering its 12th year, research indicated that the sponsorship was delivering strong brand awareness and positive sentiment but viewers were keen to learn more about Volvo's products – leading to a change in tack. Quantitative evaluation was also used to see shifts in perspective and behaviour as result of the sponsorship

LIVE NATION
ENTERED BY: LIVE NATION

Live Nation used proprietary research tools, such as LN Sound Board, a nationwide community of live music fans, and in-depth research studies, to develop actionable insights into fan behaviours and preferences. Fan DNA and Fan X research programmes helped build innovative commercial solutions.

O2 WEARABLE REPORT
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

The entry centred on the UK's first wearable report, created by Red Roses rugby player, Ellie Kildunne and her creative platform 5022. The initiative was designed to reduce rugby's gender awareness gap, highlight the women's game and engage a socially conscious Gen Z audience.

THE BUCK STOPS HERE: UNLOCKING WOMEN'S SPORT SPONSORSHIP
ENTERED BY: WOMEN'S SPORT TRUST

Women's Sport Trust's aim is to make women's sport more visible, viable and unstoppable. Early in its inception, WST identified that a lack of data was a significant barrier within the system that was preventing progress. It undertook a series of research projects, and with 'The Buck Stops Here' research, sought to understand the barriers that still exist for brands when it comes to investing in women's sport.

TOYOTA & PARALYMPICS 'EVERY BODY MOVES' SPONSORSHIP
ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This partnership promoted the ParalympicsGB initiative 'Every Body Moves', a campaign that connects people with disabilities to inclusive sports and activities in their area. A multi-disciplinary research programme showed how the alliance delivered strong results across awareness, media, and participation.

WINNER

THE BUCK STOPS HERE: UNLOCKING WOMEN'S SPORT SPONSORSHIP
ENTERED BY: WOMEN'S SPORT TRUST

BEST USE OF PR

SHORTLIST

BUPA - PICTURE OF HEALTH
ENTERED BY: PRETTY GREEN

The Paris-2024 based partnership involved Bupa's first-ever brand campaign centred around its alliance with Para athletes. Bupa partnered with photographer Annie Leibovitz to capture portraits showcasing what health means to Bupa's athletes. This initiative drove positive reappraisal, an earned media reach of 1bn and +17% share of voice year on year.

OLYMPIC OVERHAUL BY BRITISH GAS
ENTERED BY: SIDHU & SIMON

The campaign focused on the brand's status as Official Energy Services Provider of Team GB and ParalympicsGB. The Olympic Overhaul campaign addressed the financial challenges facing grassroots sports clubs. By leveraging energy-efficient solutions and strategic media engagement, British Gas demonstrated its commitment to both communities and sustainable energy.

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

Unsilence The Crowd received widespread positive coverage in more than 200 countries, achieving a consolidated reach of 5bn.

WINNER

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

Unsilence the Crowd sparked a media frenzy, driving a 524% increase in views to Newcastle FC's social media channels. Among mainstream media, CNN even rebuilt its UK studio to accommodate simultaneous on-screen signing for an 8.5-minute news feature on the story.



BEST USE OF A SMALLER ACTIVATION BUDGET.

SHORTLIST

AIR NEW ZEALAND & MATARIKI AT THE ROYAL OBSERVATORY GREENWICH
ENTERED BY: ROYAL MUSEUMS GREENWICH

This inclusive partnership sought to celebrate and raise the profile of the Māori New Year among museum visitors and wider communities. At the same time, Air New Zealand was looking to raise its profile in the UK and Matariki provided an opportune moment to do this.

CARTOON NETWORK - GO CREATE!
ENTERED BY: SUPER. IDEAS MARKETING

Go Create! harnessed the power of creativity to inspire young minds through innovative digital skill-building. By integrating engaging coding lessons, Roblox challenges, and career resources, the programme reached over 680,000 children and boosted brand awareness by 56%.

ENERGISING WOMEN AND GIRLS FOOTBALL IN SCOTLAND
ENTERED BY SCOTTISHPOWER

This well-established partnership seeks to grow the women's game at every age and stage across Scotland by broadening access to football, supporting communities through cost-of-living challenges and raising the profile of SWPL players. Standout achievements include ScottishPower ranking highest for unprompted awareness of Scottish women's football sponsorship.

EVERARDS BREWERY & LEICESTER TIGERS
ENTERED BY: LEICESTER TIGERS

The 40-year partnership exemplifies the power of collaboration built on shared heritage, community engagement, and innovative fan experiences. With over 85% of fans identifying Everards as the Tigers' official ale, this partnership drives brand loyalty, increases revenue, and deepens connections with the Leicester community.

FACTORY INTERNATIONAL & MUBI-MUBI FEST AT AVIVA STUDIOS
ENTERED BY: FACTORY INTERNATIONAL

The 2024 Mubi Fest Manchester 2024 at Aviva Studios delivered a culturally rich event that elevated the brand in Manchester and inspired a new audience of film-lovers through inclusive programming. Achieved on a modest budget, the event provided a platform for renowned filmmakers and local talent.

LIBERTY SPECIALTY MARKETS SPONSORS ASTRONOMY PHOTOGRAPHER OF THE YEAR
ENTERED BY: ROYAL MUSEUMS GREENWICH

Astronomy Photographer of the Year provides an opportunity for the brand to align with new work at the juncture of art, technology and science. The 15th edition featured glittering galaxies, shimmering aurorae, out-of-this-world skyscapes and even a scientific discovery.

SOUTHAMPTON FOOTBALL CLUB & BARGATE HOMES
ENTERED BY: SOUTHAMPTON FOOTBALL CLUB

The key objective of this programme has been to create positive impact for the local community through helping people access opportunities in football that they may not otherwise be able to. A range of different campaigns have been activated included a successful Pupil Premium Initiative.

WINNER

ENERGISING WOMEN AND GIRLS FOOTBALL IN SCOTLAND
ENTERED BY SCOTTISHPOWER

In 2024, almost one in two Scots saw branding related to this highly-effective sponsorship. More importantly, recognition of ScottishPower's sponsorship of Women's Football directly boosted positive sentiment about the brand.



BEST USE OF TECHNOLOGY IN SPONSORSHIP

SHORTLIST

DRIVING CHANGE WITH VOLVO & SKY ATLANTIC
ENTERED BY: SKY MEDIA

Volvo's Sky Atlantic partnership is one of Sky Media's most established and successful entertainment sponsorships. Entering its 12th year, the partners introduced the UK's first 'smart sponsorship' - a solution that enables brands to customise their sponsorship idents for specific audiences using addressable TV technology.

OKX & MAN CITY INTRODUCE AI-POWERED CITY PLAYER AVATARS IN 'UNSEEN CITY'
ENTERED BY: CAA BRAND CONSULTING

This tech-powered partnership set out to engage football fans with the world of AI. It did this through 'Unseen City: Echoes of Blue' - an immersive, digital destination that brought fans closer to their heroes, whilst simultaneously educating them on the meaning of Web3. Within the environment, fans could communicate with AI-powered Manchester City avatars.

RACE INTO STEM - POWERED BY MICROSOFT
ENTERED BY: ALPINE FORMULA ONE TEAM

The Race into STEM programme seeks to promote gender diversity in motorsport and provide educational content for all young people through events and activations. The goal of Race into STEM is to use the reach and emotional charge of F1 sport to empower young girl through STEM.

TEAM GB & DELOITTE - WHAT IT TAKES TO BE A CHAMPION
ENTERED BY: TEAM GB & DELOITTE

This purpose-driven B2B partnership achieved a 35.1 million reach, engaged 200,000 people with Mindscape, and grew Team GB's database to over 204,500, demonstrating the impact of innovative technology and collaboration. The impactful campaign resonated with audiences, showcasing the multifaceted nature of champions both on and off the field.

THE HAUNTING OF THE OUTERNET WITH PLUTO TV
ENTERED BY: WAVEMAKER UK

This campaign was about supporting the Most Haunted series, available exclusively on Pluto TV. A Haunted Mansion activation, free to all brave enough, reached millions via social media and boosted Pluto TV's connection with the show.

THE POWER OF SLEEP: DREAMS SLEEP RETREAT
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

This entry set out to empower Paris 2024 athletes by prioritising sleep quality. The 'Power of Sleep' campaign focused on Dreams Sleep Support, Performance & Emotion, and Human-led Storytelling. Personalised solutions included a 'Dreams Sleep Retreat' with custom sleep pods.

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

The partnership targeted a fan demo too often overlooked in a football stadium – the Deaf community. Using cutting-edge tech, the partners developed a world-first: a replica NUFC shirt woven with intelligent sensors that translated the stadium soundscape into a 'physical language' of pulses and tingles.

WINNER

DRIVING CHANGE WITH VOLVO & SKY ATLANTIC
ENTERED BY: SKY MEDIA

This game-changing campaign was about tailoring commercial messages based on customer profiles. By delivering personalised audience engagement, Volvo achieved better brand and business outcomes, with viewers considerably more likely to consider purchasing a Volvo.



HIGHLY COMMENDED

UNSILENCE THE CROWD WITH SELA
ENTERED BY: SELA & NEWCASTLE UNITED

VENUE SPONSORSHIP

SHORTLIST

FACTORY INTERNATIONAL & AVIVA & MANCHESTER CITY COUNCIL: AVIVA STUDIOS
ENTERED BY: FACTORY INTERNATIONAL

This ground-breaking arts and culture partnership was developed to achieve a range of strategic objectives on behalf of Aviva, Factory International, and Manchester's cultural ecosystem. Key objectives were to build emotional connections, stand out from competitors, engage employees & clients, support cultural accessibility and promote the city's global standing.

THE KIA OVAL
ENTERED BY: KIA OVAL

The sponsorship has been running since 2010. The 2024 campaign aimed to enhance Kia's premium positioning and highlight its leadership in electrification and EV vehicle range. Through branded content, matchday activations, and the Kia Grassroots Day competition, the campaign targeted affluent, progressive individuals interested in electric vehicles.

WINNER

THE KIA OVAL
ENTERED BY: KIA OVAL

Positive survey results indicated a significant shift in Kia's brand perception and increased purchase intent. The partnership's success led to renewal, making it the longest in UK cricket, and underlining Kia's commitment to the ground.



20/20 VISION AWARD – CELEBRATION OF CRAFT AND CREATIVITY

SHORTLIST

ANDREX - DO YOU REALLY LIKE IT? (WHEN THEY LEARN TO WIPE IT)
ENTERED BY: DRUM OMG

This campaign was about persuading distracted parents to engage with Andrex's potty-training app, GoTime. The solution was to step out of the stressful world of parenting altogether and use a more entertaining vehicle to get their attention. The brand worked with DJ Pied Piper and Masters of Ceremonies to re-record 'Do You Really Like It?' with a toilet-themed twist.

BUPA - PICTURE OF HEALTH
ENTERED BY: PRETTY GREEN

This Paris-2024 based partnership involved Bupa's first-ever brand campaign centred around its alliance with Para athletes. Bupa partnered with photographer Annie Leibovitz to capture portraits showcasing what health means to Bupa's athletes. This initiative drove positive reappraisal, an earned media reach of 1bn and +17% share of voice year on year.

MOVEMBER & SKY
SPONSORED BY: SKY
ENTERED BY: SKY MEDIA

Sponsored by Sky and entered by Sky Media, this partnership sought to reinvigorate the Movember movement and target ABC1 men whose social circles are more likely to donate in larger amounts. A highly effective campaign resulted in partnership audiences being x2 as likely to register on the Movember site, as well as driving a 26% uplift in web visits to the Movember page from the target upmarket male audience.

O2 WEARABLE REPORT
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

This entry centred on the UK's first wearable report, created by Red Roses rugby player, Ellie Kildunne and her creative platform 5022. The initiative was designed to reduce rugby's gender awareness gap, highlight the women's game and engage a socially conscious Gen Z audience.

ROBINSONS & UNIVERSAL – WICKED FILM RELEASE
ENTERED BY: CARLSBERG BRITVIC

This partnership saw the brand partner with Universal's Wicked, the year's biggest blockbuster, in an attempt to rejuvenate the soft drinks category. Through bold activations in 6,000 stores, hands-on experiences & media activations, Robinsons engaged shoppers, surpassed sales targets, and boosted brand awareness.

WINNER

ANDREX - DO YOU REALLY LIKE IT? (WHEN THEY LEARN TO WIPE IT)
SPONSORED BY: ANDREX
ENTERED BY: DRUM OMG

This hilarious campaign captured the imagination of the young family audience that it set out to connect with. 18.3 million people watched the branded content film at the heart of the strategy, triggering huge uplifts in the number of people visiting the brand's GoTime app. It's safe to say audiences "really liked" this creative campaign.



SPONSORSHIP INNOVATION OF THE YEAR

SHORTLIST

TEAM GB & DELOITTE - WHAT IT TAKES TO BE A CHAMPION
ENTERED BY: TEAM GB & DELOITTE

DRIVING CHANGE WITH VOLVO & SKY ATLANTIC
ENTERED BY: SKY MEDIA

OKX & MAN CITY INTRODUCE AI-POWERED CITY PLAYER AVATARS IN 'UNSEEN CITY'
ENTERED BY: CAA BRAND CONSULTING

ROYAL LONDON - LIONS WOMEN FOUNDING PARTNER
ENTERED BY: ROYAL LONDON

SELA & NEWCASTLE UNITED
ENTERED BY: SELA & NEWCASTLE UNITED

TOYOTA & ALLIANZ SPONSOR CHANNEL 4'S PARALYMPIC GAMES COVERAGE
ENTERED BY: CHANNEL 4

THE POWER OF SLEEP: DREAMS SLEEP RETREAT
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

WINNER

THE POWER OF SLEEP: DREAMS SLEEP RETREAT
SPONSORED BY: DREAMS
ENTERED BY: M&C SAATCHI SPORT AND ENTERTAINMENT

The 'Power of Sleep' set out to empower Paris 2024 athletes by prioritising their sleep quality. Employing a highly innovative range of personalised solutions including a "Sleep Retreat", Dreams cemented its status as a go-to sleep expert - while the athletes woke up raring to go.



THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG EXECUTIVE

SUPPORTED BY NOTURNINGBACK2020

SHORTLIST

AMOS SANYAOLU, VIRGIN MEDIA O2
ED STOCKER, THREE UK
ELLIE CROSS, STARLING BANK
EMMA SANDIFORD, HARK
EMMA TARCY, BAFTA
OLIVER ROCKET, THE VALUEXCHANGE
RANDALL STAUNTON, AEG EUROPE

WINNER

AMOS SANYAOLU FROM VIRGIN MEDIA

Amos Sanyaolu is one of those rare individuals whose contribution transcends the standard expectations of his role. Since joining Virgin Media O2 two years ago, he has consistently overdelivered in a way that has not only shaped the future of the business but has also had a profound impact on the live music and events sectors at large.

WINNER

EMMA TARCY FROM BAFTA

Emma is a rising star, delivering powerful purpose-led partnerships for prestigious brands. Emma's commitment and tenacity, coupled with her creativity, has led to successful partnerships with brands including ghd, Lancôme, Sea Containers, Xbox, PlayStation, Don Julio, the Savoy and Netflix.

SPONSORSHIP AGENCY OF THE YEAR

SPONSORED BY WASSERMAN LIVE

SHORTLIST

EAR TO THE GROUND
ESSENCEMEDIACOM SPORT & ENTERTAINMENT
M&C SAATCHI SPORT AND ENTERTAINMENT
MATCHFIT
THE SPACE BETWEEN
WEAREFEARLESS.

SPONSORSHIP AGENCY OF THE YEAR - WINNER

WEAREFEARLESS.

2024 has been a big year for WeAreFearless. Its strongest year yet, it has smashed key metrics with new client wins, expanded briefs and a substantial increase in revenues and profits. 10 years old last month, the company's continued investment in thought leadership and future-fit tools have unlocked more upstream, partnership strategy work.



SPONSORSHIP AGENCY OF THE YEAR - CHALLENGER - WINNER

MATCHFIT

This was the year Matchfit truly became 'MatchFit'. With client wins such as LALIGA and The LTA and high-profile work for brands like TOPPS, the company achieved a 60% growth in revenues. With a new office in Manchester, the company is anticipating opportunities for client growth in the coming year.

SPONSORSHIP OF THE YEAR

FINALISTS

LW THEATRES & CATHAY
THE EBAY GARAGE
PADDY POWER & PROSTATE CANCER UK - THE BIGGER 180
METRO BANK CHAMPION OF WOMEN'S AND GIRLS' CRICKET
CARTOON NETWORK GO CREATE
EVIAN & WIMBLEDON SPECTATOR REFILL SYSTEM 2024
UNSILENCE THE CROWD WITH SELA
ST. JAMES'S PLACE & SKY ARTS - SHIFTING BRAND PERCEPTIONS
CARLING & TALKSPORT EURO 2024
ŠKODA & TOUR DE FRANCE: DRAW DE FRANCE
A TEAM TALK TO INSPIRE THE NATION WITH NATWEST
#TALKMORETHANFOOTBALL WITH THREE MOBILE
PLAY ON WITH DIRT IS GOOD AND ARSENAL FC
LEXUS & THE LTA: SERVING UP AN ACE IN SPONSORSHIP
OLYMPIC OVERHAUL BY BRITISH GAS
NATWEST & TEAM GB PARTNERSHIP
SPEED SHOWDOWN POWERED BY SKY BROADBAND
TCS LONDON MARATHON - IMAGINE THE DIFFERENCE
GALLAGHER & PREMIERSHIP RUGBY
TESCO WHOOSH SPONSORS COMEDY ON CHANNEL 4: 'IT'S ALL IN THE DELIVERY'
MARRIOTT BONVOY & MANCHESTER UNITED
THE BUCK STOPS HERE: UNLOCKING WOMEN'S SPORT SPONSORSHIP
ENERGISING WOMEN AND GIRLS FOOTBALL IN SCOTLAND, SCOTTISHPOWER
DRIVING CHANGE WITH VOLVO & SKY ATLANTIC
THE KIA OVAL
ANDREX - DO YOU REALLY LIKE IT? (WHEN THEY LEARN TO WIPE IT)
THE POWER OF SLEEP: DREAMS SLEEP RETREAT

WINNER

METRO BANK CHAMPION OF WOMEN'S AND GIRLS' CRICKET

SPONSORED BY: METRO BANK
ENTERED BY: THE SPACE BETWEEN



CHAMPIONS OF SPONSORSHIP 2025

COMMUNITY

MARK FAWCETT, FOUNDER AND CEO OF WE ARE FUTURES

Mark Fawcett has dedicated over two decades to building meaningful connections between brands and audiences through community sponsorship, with a strong focus on educating. By bridging the gap between organisations and the next generation, his work has delivered tangible benefits for millions, from life changing educational programs to campaigns that amplify voices within underserved communities. Mark's passion for empowering communities continues to shape the agency's mission and drive its success to this day.

ENTERTAINMENT

JIM CAMPLING, PRESIDENT, UK MARKETING PARTNERSHIPS, LIVE NATION

Jim Campling, President of UK Marketing Partnerships at Live Nation, is a powerhouse in the sponsorship and partnership sector. Over his 22-year tenure at the company, Jim has been instrumental in driving Live Nation's growth. Under his leadership, the UK Marketing Partnerships division has flourished, and today oversees 45+ festivals, 21 venues, and innovative digital solutions for sponsors. Jim's ability to craft and maintain long-standing partnerships with iconic brands like O2, Carlsberg, and PepsiCo demonstrates his skill in aligning brand objectives with fan-first experiences.

SPORT

DARREN HENRY, CCO, BRITISH CYCLING

Darren Henry's time at British Cycling has been characterised by leadership, business growth, entrepreneurship and innovation. During 2024, he led British Cycling's new title partnership with Lloyds Bank, while also onboarding a strategic partnership with sports marketing giant IMG. He has also helped leverage new partnerships with Kettle Chips, Gaucho, Lucky Saint and bike kit manufacturer Ale. Set against the challenging commercial landscape, Darren has engendered a culture of positivity, enjoyment and humility amongst his team.

See You Next Year!

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