

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

THE LONDON MARRIOTT HOTEL GROSVENOR SQUARE
MARCH 25TH 2025

SPONSORED BY



EVENING'S EVENTS

Hosted by **Jonny Dymond**
BBC Royal Correspondent
and BBC Radio 4
presenter

Award presentations to
category winners

The **Barrie Gill Award** for
Most Promising Young
Sponsorship Executive

Sponsorship Champions

Sponsorship of the Year
Trophy presented to one
outstanding winner from
the individual categories

Pay Bar in Whitehall Suite

ARTS & CULTURAL SPONSORSHIP

Aviva: Welcome to Aviva Studios

Entered by: Aviva

Barclays & Donmar Warehouse

Entered by: Barclays

Barclays & Sadler's Wells

Entered by: Barclays

LW Theatres & Cathay

Entered by: LW Theatres

**Liberty Speciality Markets sponsors Astronomy
Photographer of the Year**

Entered by: Royal Museums Greenwich

**Somerset House CUTE exhibition sponsorship in
partnership with Sanrio**

Entered by: Somerset House

V&A & NET-A-PORTER's sponsorship of 'DIVA'

Entered by: Victoria & Albert Museum

LIVE ENTERTAINMENT & EVENT SPONSORSHIP

All Points East

Entered by: AEG Europe

Barclaycard & Global Sponsorship

Entered by: M&C Saatchi Sport and Entertainment

Glastonbury on The Nation's Network & Vodafone

Entered by: The Guardian & Carat

Rockstar Energy Drink Rocks the Music Scene

Entered by: Pangolin PR & PepsiCoUK

The eBay Garage

Entered by: EssenceMediacom Sport &
Entertainment

The Fun Never Ends with VOXI Mobile and KISS

Entered by: Carat & Bauer Media

The Haunting of the Outernet with Pluto TV

Entered by: Wavemaker UK

Vodafone & Glastonbury Partnership

Entered by: Fuse

SOCIAL PURPOSE SPONSORSHIP

#TalkMoreThanFootball with Three UK

Entered by: Three UK

November & Sky

Entered by: Sky Media

Olympic Overhaul by British Gas

Entered by: Sidhu & Simon

Paddy Power & Prostate Cancer UK

- **The BIGGER 180**

Entered by: Paddy Power

Škoda & Tour de France Femmes: Ride With Me

Entered by: Leo Burnett UK

Toyota 'Every Body Moves' TV Sponsorship

Entered by: Channel 4

Toyota & ParalympicsGB - 'Every Body Moves'

Entered by: EssenceMediacom Sport &
Entertainment

Unsilence the Crowd with Sela

Entered by: Sela & Newcastle United

SOCIAL PURPOSE SPONSORSHIP - COMMUNITY FOCUS

**Air New Zealand & Matariki at the Royal
Observatory Greenwich**

Entered by: Royal Museums Greenwich

**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

**DP World & The DP World Tour - Second Life
Initiative**

Entered by: 160over90

KP Snacks & The Hundred - Everyone in Community

Entered by: Wasserman

Metro Bank Champion of Women's and Girls' cricket

Entered by: The Space Between

Southampton Football Club & Bargate Homes

Entered by: Southampton Football Club

Starling Bank partners with The National Trust

Entered by: Starling Bank

EDUCATION & LEARNING SPONSORSHIP

Barclays & Donmar Warehouse

Entered by: Barclays

**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

Cartoon Network - Go Create!

Entered by: SUPER. Ideas Marketing

Race into STEM - powered by Microsoft

Entered by: Alpine Formula One Team

ENVIRONMENTAL & SUSTAINABILITY SPONSORSHIP

evian & Wimbledon Spectator Refill system 2024

Entered by: Danone

OVO - EV Karaoke

Entered by: The Space Between

The Kia Oval

Entered by: Kia Oval

**The Secret Life of the Next Generation with E.ON
Next**

Entered by: Channel 4

BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY, EQUALITY & INCLUSION

SUPPORTED BY F1 RECRUITMENT



#WeSeeYouNetwork & Three UK

Entered by: Three UK

Bupa - Picture of Health

Entered by: Pretty Green

ParalympicsGB & Deloitte: The Mindscape

Entered by: Paralympics GB

Unsilence the Crowd with Sela

Entered by: Sela & Newcastle United

TeamViewer presents: SheSportTech

Entered by: WeAreFearless.

Toyota & ParalympicsGB - 'Every Body Moves'

Entered by: EssenceMediacom Sport & Entertainment

Toyota & Allianz sponsor Channel 4's Paralympic Games coverage

Entered by: Channel 4

TV SPONSORSHIP

SUPPORTED BY THINKBOX



Driving Change with Volvo & Sky Atlantic

Entered by: Sky Media

St. James's Place & Sky Arts - shifting brand perceptions

Entered by: Sky Media

Tesco Whoosh sponsors Comedy on Channel 4: 'It's all in The Delivery'

Entered by: Channel 4

Toyota & Allianz sponsor Channel 4's Paralympic Games coverage

Entered by: Channel 4

PRINT, RADIO & FILM SPONSORSHIP

Carling & talkSPORT Euro 2024

Entered by: talkSPORT, Carat & StoryLab

Glastonbury on The Nation's Network with Vodafone

Entered by: The Guardian & Carat

Morrisons Market Street Multi Platform Miracle

Entered by: Wavemaker UK

Robinsons & Universal - Wicked film release partnership

Entered by: Carlsberg Britvic

The Fun Never Ends with VOXI Mobile and KISS

Entered by: Bauer Media

SOCIAL MEDIA & DIGITAL SPONSORSHIP

Marriott Bonvoy & Manchester United - United. Near and Far

Entered by: 160over90

Olivia Dean & DHL - From Rio with Love

Entered by: Globe, Universal Music Group

Škoda & Tour de France: Draw de France

Entered by: Leo Burnett UK

TCS London Marathon - Imagine the Difference

Entered by: TCS in the UK and Ireland

The Reds Roundtable - Episode Two: Standard

Chartered & Liverpool FC

Entered by: Liverpool Football Club

BRANDED CONTENT

A Team Talk to Inspire the Nation with NatWest

Entered by: NatWest

AndreX - Do You Really Like It? (When They Learn To Wipe It)

Entered by: DRUM OMG

Boots Online Dr.

Entered by: Sky Media

Corner Shop Drop with KISS & Mentos

Entered by: Bauer Media

Dear Liverpool FC - Nivea Men & Liverpool FC

Entered by: Liverpool Football Club

Jessie Ware & OVO - Road to Wembley with OVO Beyond

Entered by: Globe, Universal Music Group

Morrisons Market Streets & Good Food

Entered by: Wavemaker UK

Vinted Second-Hand Showdown

Entered by: Channel 4

CELEBRITY & INFLUENCER ENDORSEMENT

#TalkMoreThanFootball with Three UK

Entered by: Three UK

Kick On With Starling

Entered by: Starling Bank

Olivia Dean & DHL - From Rio with Love

Entered by: Globe, Universal Music Group

OVO - EV Karaoke

Entered by: Globe, Universal Music Group & The Space Between

SPORTS SPONSORSHIP - TEAM FOCUS

SUPPORTED BY SPORT ENGLAND



Barclays & Women's Football

Entered by: M&C Saatchi Sport and Entertainment

Go.Compare & Welsh Rugby Union Sponsorship

Entered by: DRUM OMG

OKX & McLaren Racing fuel the fan experience with Web3

Entered by: CAA Brand Consulting

Unsilence the Crowd with Sela

Entered by: Sela & Newcastle United

Play On with Dirt is Good and Arsenal FC

Entered by: Wasserman

SPORTS SPONSORSHIP - EVENT FOCUS

SUPPORTED BY SPORT ENGLAND

British Cycling & Lloyds Tour of Britain

Entered by: British Cycling

Carling & talkSPORT Euro 2024

Entered by: talkSPORT, Carat & StoryLab

KP Snacks & The Hundred

Entered by: Wasserman

Lexus & the LTA: Serving up an Ace in Sponsorship

Entered by: EssenceMediacom Sport & Entertainment

Paddy Power - The BIGGER 180 at WDC 2025

Entered by: Paddy Power

WOMEN'S SPORTS SPONSORSHIPS

SUPPORTED BY WOMEN IN SPORT



#WeSeeYouNetwork with Three UK

Entered by: Three UK

Adobe Women's FA Cup

Entered by: The FA

Barclays & The FA Women's Football

Entered by: M&C Saatchi Sport and Entertainment

Energising women and girls football in Scotland

Entered by: ScottishPower

Metro Bank Champion of Women's and Girls' cricket

Entered by: The Space Between

O2 Wearable Report

Entered by: M&C Saatchi Sport and Entertainment

Royal London - Lions Women Founding Partner

Entered by: Royal London

Southampton Football Club Women & Starling Bank

Entered by: Southampton Football Club Women

FOOTBALL SPONSORSHIP

#TalkMoreThanFootball with Three UK

Entered by: Three UK

Coca-Cola & EURO 2024 - #TheRitualCup

Entered by: EssenceMediacom Sport & Entertainment

Marriott Bonvoy & Manchester United

Entered by: 160over90

OKX and Manchester City bring fans closer to Web3

Entered by: CAA Brand Consulting

Play On with Dirt is Good and Arsenal FC

Entered by: Wasserman

Sky Bet Fan Zones - Elevating the Euro 2024 Experience

Entered by: EssenceMediacom Sport & Entertainment

Unsilence the Crowd with Sela

Entered by: Sela & Newcastle United

Up Your BBQ Game with Unilever & UEFA EURO 2024

Entered by: Wasserman

GRASS ROOTS SPORTS SPONSORSHIP

SUPPORTED BY SPORT + RECREATION ALLIANCE



DP World & The DP World Tour - Second Life Initiative

Entered by: 160over90

Energising women and girls football in Scotland

Entered by: ScottishPower

Factory International & adidas: Build at Aviva Studios

Entered by: Factory International

Kellogg's Football Camps

Entered by: Wasserman

Olympic Overhaul by British Gas

Entered by: Sidhu & Simon

Southampton Football Club Women & Starling Bank

Entered by: Southampton Football Club Women

PARIS 2024 SUMMER OLYMPIC AND PARALYMPIC GAMES

Bridgestone: Prepared to Perform

Entered by: WeAreFearless.

Bringing GetPro to the UK and the Olympics

Entered by: WeAreFearless.

Flugas - The Energy behind Team Ireland

Entered by: Titan Experience

NatWest & Team GB Partnership

Entered by: NatWest

Olympic Overhaul by British Gas

Entered by: Sidhu & Simon

Team GB & Deloitte - What it takes to be a champion

Entered by: TEAM GB & Deloitte

The Power of Sleep: Dreams Sleep Retreat

Entered by: M&C Saatchi Sport and Entertainment

Toyota & ParalympicsGB - 'Every Body Moves'

Entered by: EssenceMediacom Sport & Entertainment

ESPORTS OR GAMING SPONSORSHIP

BLAST Premier Spring Final 2024 presented by Revolut

Entered by: BLAST Premier

Speed Showdown powered by Sky Broadband

Entered by: EssenceMediacom Sport & Entertainment

MASS PARTICIPATION SPONSORSHIP

TCS London Marathon - Imagine the Difference

Entered by: TCS in the UK and Ireland

The Haunting of the Outernet with Pluto TV

Entered by: Wavemaker UK

RIGHTS HOLDER AWARD

SPONSORED BY CAYTOO



AEG Europe British Cycling

LW Theatres

Live Nation

Transport for London

BUSINESS TO BUSINESS SPONSORSHIP

Gallagher & Premiership Rugby

Entered by: Pitch Marketing Group

TCS London Marathon - Imagine the Difference

Entered by: TCS in the UK and Ireland

Team GB & Deloitte - What it takes to be a champion

Entered by: Deloitte

BRAND SPONSORSHIP

SPONSORED BY SPONSORIUM



Bridgestone Paris 2024 - Prepared to Perform

Entered by: WeAreFearless.

GetPRO & Team GB

Entered by: WeAreFearless.

NatWest & Team GB Partnership

Entered by: NatWest

Paddy Power - The BIGGER 180 at WDC 2025

Entered by: Paddy Power

RHS Chelsea Flower Show & The Newt in Somerset

Entered by: Grand Central Creative

Sela & Newcastle United

Entered by: Sela & Newcastle United

Sky Mobile goes on tour with The Overlap

Entered by: Sky Media

FIRST TIME SPONSOR AWARD

GetPRO & Team GB: A Gold Standard Launch

Entered by: WeAreFearless.

Play On with Dirt is Good and Arsenal FC

Entered by: Wasserman

Tesco Whoosh sponsors Comedy on Channel 4: 'It's all in The Delivery'

Entered by: Channel 4

Up Your BBQ Game with Unilever & UEFA EURO 2024

Entered by: Wasserman

SPONSORSHIP CONTINUITY

Barclays & Barclays Women's Super League

Entered by: M&C Saatchi Sport and Entertainment

Dear Liverpool FC - Nivea Men & Liverpool FC

Entered by: Liverpool Football Club

Everards Brewery & Leicester Tigers

Entered by: Leicester Tigers

Gallagher & Premiership Rugby

Entered by: Pitch Marketing Group

Wickes & Bauer Media

Entered by: Bauer Media

INTERNATIONAL SPONSORSHIP

DP World & The ICC

Entered by: 160over90

Dream Weekend Campaign 2024 with MoneyGram

Entered by: Wasserman

Flugas - The Energy behind Team Ireland

Entered by: Titan Experience

Marriott Bonvoy & Manchester United

Entered by: 160over90

OKX and Manchester City bring fans closer to Web3

Entered by: CAA Brand Consulting

Up Your BBQ Game with Unilever & UEFA EURO 2024

Entered by: Wasserman

BEST USE OF RESEARCH, MEASUREMENT & EVALUATION

SPONSORED BY GSIQ



Barclays Sponsorship Evaluation Framework

Entered by: Barclays

Driving Change with Volvo & Sky Atlantic

Entered by: Sky Media

Live Nation

Entered by: Live Nation

O2 Wearable Report

Entered by: M&C Saatchi Sport and Entertainment

The Buck Stops Here: Unlocking Women's Sport Sponsorship

Entered by: Women's Sport Trust

Toyota & ParalympicsGB - 'Every Body Moves'

Entered by: EssenceMediacom Sport & Entertainment

BEST USE OF PUBLIC RELATIONS

Bupa - Picture of Health

Entered by: Bupa & Pretty Green

Olympic Overhaul by British Gas

Entered by: Sidhu & Simon

Unsilence the Crowd with Sela

Entered by: Sela & Newcastle United

BEST USE OF A SMALLER ACTIVATION BUDGET

Air New Zealand & Matariki at the Royal Observatory Greenwich

Entered by: Royal Museums Greenwich

Cartoon Network - Go Create!

Entered by: SUPER. Ideas Marketing

Energising women and girls football in Scotland

Entered by: ScottishPower

Everards Brewery & Leicester Tigers

Entered by: Leicester Tigers

Factory International & Mubi-Mubi Fest at Aviva Studios

Entered by: Factory International

Liberty Specialty Markets sponsors Astronomy Photographer of the Year

Entered by: Royal Museums Greenwich

Southampton Football Club & Bargate Homes

Entered by: Southampton Football Club

BEST USE OF TECHNOLOGY IN SPONSORSHIP

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

Race into STEM - powered by Microsoft

Entered by: Alpine Formula One Team

Team GB & Deloitte - What it takes to be a champion

Entered by: Team GB & Deloitte

The Haunting of the Outernet & Pluto TV

Entered by: Wavemaker UK

The Power of Sleep: Dreams Sleep Retreat

Entered by: M&C Saatchi Sport and Entertainment

Unsilence the Crowd with Sela

Entered by: Sela & Newcastle United

VENUE SPONSORSHIP

Factory International & Aviva & Manchester City Council: Aviva Studios

Entered by: Factory International

The Kia Oval

Entered by: Kia Oval

20/20 VISION AWARD CELEBRATION OF CRAFT & CREATIVITY

Andrex - Do You Really Like It? (When They Learn To Wipe It)

Entered by: DRUM OMG

Bupa - Picture of Health

Entered by: Pretty Green

Movember & Sky

Entered by: Sky Media

O2 Wearable Report

Entered by: M&C Saatchi Sport and Entertainment

Robinsons & Universal - Wicked film release partnership

Entered by: Carlsberg Britvic

SPONSORSHIP INNOVATION OF THE YEAR

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

Team GB & Deloitte - What it takes to be a champion

Entered by: Team GB & Deloitte

The Power of Sleep: Dreams Sleep Retreat

Entered by: M&C Saatchi Sport and Entertainment

Toyota & Allianz sponsor Channel 4's Paralympic Games coverage

Entered by: Channel 4

SPONSORSHIP AGENCY OF THE YEAR

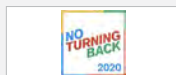
SPONSORED BY WASSERMAN LIVE



- Ear to the Ground
- EssenceMediacom Sport & Entertainment
- M&C Saatchi Sport and Entertainment
- MatchFit
- The Space Between
- WeAreFearless.

THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

PARTNERED BY NOTURNINGBACK2020



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

M E N U

Smoked haddock, leek & parsley tart
sauce gribiche, crispy leeks

Butternut squash vegan
cheesecake (V)

Truffle marinated chicken,
red onion puree, citrus-garlic spinach, carrot ribbons, parmesan risotto cake

Wild mushrooms, sage & chestnut sauteed gnocchi wilted rocket & spinach, Pecorino coral (V)

Ginger & cinnamon
cheesecake
pomegranate molasses,
mint chantilly

AWARD SPONSORS



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



GS IQ 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/

AWARD PARTNERS

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/>

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



fl 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.

fl recruitment is part of PartnerWise Collective.
www.flrecruitment.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.

Donate now to support our mission.



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

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.

THE SPONSORSHIP NEWSLETTER

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.

THE
^{UK} SPONSORSHIP | 2026
Awards

Celebrating Innovative, Inspirational and Transformational
Campaigns, Partnerships, Teamwork and People

JOIN US
NEXT YEAR!

www.sponsorship-awards.co.uk