

THE
^{UK} SPONSORSHIP Awards | 2026

www.sponsorship-awards.co.uk

The showcase for the sponsorship and brand partnerships sector

**CELEBRATING 32 YEARS OF
REWARDING INNOVATIVE,
INSPIRATIONAL AND
TRANSFORMATIONAL
CAMPAIGNS, PARTNERSHIPS,
TEAMWORK AND PEOPLE**

BOOK OF THE NIGHT

SPONSORED BY



Specialist
SPEAKERS
the speaker bureau

LIVE·TEAM



Global Intelligence. Global Growth.
Go GSIQ.

GSIQ is a global research and insights agency specialising in intelligence analysis across sport, sponsorship and tourism – and where they converge.

Through two strategic pillars, Sports & Sponsorship and Tourism Insights, and with hubs spanning North America, UK & Europe, MENA, India & Subcontinent, and Australia & New Zealand, GSIQ delivers integrated, data-led expertise.

Its client-centric approach ensures every engagement is tailored to strategic objectives, translating intelligence into clear, actionable outcomes and measurable commercial impact.

Recognised with four major industry honours – Winner Best Newcomer (FEVO Sport Industry Awards 2025), Winner Tech Breakthrough Award (Leaders in Sport Awards 2025), finalist for Best Advisory Services (SPIA Awards 2025), and shortlisted for Best Use of Measurement & Insight (ESA Awards 2026) – reinforcing our role in shaping intelligence across sport + tourism + live experiences + entertainment + culture + economy.

GSIQ.com



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 2026 UK Sponsorship Awards.

Please visit: 01892 752 211

www.inkerman.co.uk | sales@inkerman.co.uk



Specialist Speakers, the speaker bureau, is delighted for 2026, to once again support the brilliant UK Sponsorship Awards. We are proud of more than a decade of sponsorship!

For any keynote speaker, conference host or awards presenter call us on 01455 633289 – we are at www.specialistspeakers.com



We specialise 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 Richard Barrett, richard.barrett@teamwass.com.



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.



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.



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.

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



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.

www.globaldata.com



iSportConnect is the world's largest private community for sports business executives, connecting more than 35,000 senior leaders globally.

We deliver invitation-only events for rights holders, brands, and broadcasters, creating a trusted, safe space for senior decision-makers to share insights, build relationships, and unlock commercial opportunities.

Alongside our London-based Masterclasses and international Summits, we provide consultancy services to rights holders and industry vendors, supporting them in building and executing growth strategies across the sport.

www.isportconnect.com



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 removing barriers to physical activity in the city's most underserved communities.



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.



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 30 years, we have helped our clients grow by unlocking value across their businesses.



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.



The Talent Arc creates pathways into work for underrepresented talent in the marketing and communications industry through two programmes:

No Turning Back delivers talks to universities and colleges about careers in marketing. Our team of ambassadors - young professionals 1-5 years into their careers - voluntarily share their experiences with students from underrepresented backgrounds and connect them with inclusive employers.

Back2Business accelerates career returners back into the workplace. We run a free, six-day, in-person bootcamp each year that provides confidence, skills, networks and community for women and men who have had a career break.

We believe the opportunity to build a meaningful career in marketing should be available to everyone, not just those with existing networks or uninterrupted career paths. For employers, this means access to motivated, diverse and highly experienced talent.

We are a community interest company partnering with organisations who share our vision to create opportunities for everyone, irrespective of age, background or start in life.

Website: thetalentarc.co.uk
Email: sarah@thetalentarc.co



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
Em - info@thinkbox.tv
Ph - 020 7630 2320
@Thinkboxtv
www.linkedin.com/company/thinkbox/



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 our acclaimed training series - the Sell!Your Sponsorship Workshops, the Re:Think content events and our networking events which include Women in Sponsorship organised in association with The UK Sponsorship Awards.

www.thinksponsorship.com/



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.

SHORTLIST

ASTRO ASSEMBLE SCHOOLS INTERACTIVE – A COLLABORATION BETWEEN DISNEY & ROYAL MUSEUMS GREENWICH

ENTERED BY: ROYAL MUSEUMS GREENWICH

This partnership created Astro Assemble – a classroom interactive designed to re-engage under-served Key Stage 2 and 3 students with STEM. Combining scientific expertise with Marvel storytelling, the 45–60 minute experience used digital missions to teach curriculum topics including gravity, reflection and Earth's atmosphere.

BAFTA & DON JULIO AT THE EE BAFTA FILM AWARDS 2025

ENTERED BY: BAFTA

The first-year partnership created the Don Julio winners' Bar at the EE BAFTA Film Awards. The immersive after-party space combined bespoke cocktails and premium content moments, positioning Don Julio as the drink of celebration within film and culture. The campaign generated 54 major media features and millions of impressions, more than doubling press targets.

ROUNDHOUSE CREATIVE STUDIOS MEMBERSHIP POWERED BY SPOTIFY

ENTERED BY: ROUNDHOUSE

The collaboration strengthened the Creative Studios Membership programme, increasing access and representation for creatives aged 13–25. Central to the collaboration was the launch of the Spotify Spotlight Session – a talent discovery and live showcase platform. Strong engagement and enhanced programming led to Spotify renewing its sponsorship.

SAATCHI GALLERY – POWERED BY PEUGEOT

ENTERED BY: SAATCHI GALLERY & PUBLICIS SPORT & ENTERTAINMENT

This campaign positioned the brand within a cultural environment to support its electrification narrative. Through the Powered by Nature installation and inaugural Artist of the Future Prize, Peugeot aligned innovation and sustainability with contemporary art.

SOUTHBANK CENTRE & THE LEGO GROUP: WE BUILT THAT

ENTERED BY: SOUTHBANK CENTRE

The activation promoted the LEGO Replay recycling scheme while challenging gender bias through the She Built That campaign. Activations across the REPLAY recycled playground and the Dance Your Way Home summer festival combined workshops and cultural co-creation with dance company ZooNation.

ZWO ASTRONOMY PHOTOGRAPHER OF THE YEAR

ENTERED BY: ROYAL MUSEUMS GREENWICH

The three-year title partnership supports Astronomy Photographer of the Year at Royal Museums Greenwich, aligning advanced telescope technology with one of the world's leading astrophotography competitions. The collaboration integrates retail, exhibition branding and donated equipment to expand public engagement with astronomy.

WINNER

SOUTHBANK CENTRE & THE LEGO GROUP: WE BUILT THAT

ENTERED BY: SOUTHBANK CENTRE

This impactful campaign increased LEGO's association with girls' interests from 10% to 50% among participants, achieved 448,000 opportunities to see for LEGO Replay and reached nearly 1,000 workshop attendees, delivering measurable shifts in perception and intent.



HIGHLY COMMENDED

ROUNDHOUSE CREATIVE STUDIOS MEMBERSHIP POWERED BY SPOTIFY

ENTERED BY: ROUNDHOUSE

SHORTLIST

AMAZON MUSIC CITY SESSIONS PRESENTED BY AVIVA AT AVIVA STUDIOS

ENTERED BY: FACTORY INTERNATIONAL AT AVIVA STUDIOS

This partnership launched the first European edition of Amazon Music City Sessions at Aviva Studios, uniting live and digital audiences across performances from artists including Bastille and Mumford & Sons. Designed to build national awareness for Manchester's landmark venue, the series blended in-venue access with global streaming via Prime Video and Twitch.

AMERICAN EXPRESS PRESENTS BST HYDE PARK

ENTERED BY: AMERICAN EXPRESS

The longstanding partnership with BST Hyde Park engaged 500,000 attendees across eight sold-out shows. Through The Amex Experience, exclusive presales, site-wide offers and a collaboration with Olivia Rodrigo's GUTS Tour Bus, the brand delivered premium, differentiated festival benefits. With 32.4m reach and dominant on-site brand recall, the partnership strengthened Amex's cultural relevance among young audiences.

CO-OP LIVE

ENTERED BY: CO-OP LIVE

This collaboration redefined arena naming rights by embedding youth empowerment and social value into every live event. Up to £1m annually from ticket income supports the Co-op Foundation, including the £4.5m Young Gamechangers Fund empowering youth-led organisations across the UK.

E.L.F. COSMETICS X AFRO NATION PORTUGAL

ENTERED BY: THE MALACHITE GROUP

This sponsorship positioned e.l.f. Cosmetics authentically within Afro Nation Portugal, an influential Afrobeats festival that welcomes 120,000 attendees from 180 countries. Brand awareness peaked at +13% in the UK and +29% across the EU, demonstrating culturally resonant live sponsorship at scale.

FLOURISH IN THE CITY – ADDLESHAW GODDARD AT THE CHELSEA FLOWER SHOW

ENTERED BY: ADDLESHAW GODDARD

The three-year partnership with the RHS Chelsea Flower Show repositioned the law firm in London's competitive B2B market through a distinctive floral platform. A Best-in-Show-winning "Freedom to Flourish" garden, high-impact billboards and elite client hospitality delivered a bold alternative to traditional marketing.

THE OFFICIAL GLASTONBURY APP, POWERED BY VODAFONE

ENTERED BY: FUSE

The activation transformed the Official Glastonbury App into a benchmark-setting festival platform. As Official Connectivity Partner, Vodafone introduced live location sharing, dynamic map search, personalised line-ups and real-time crowd updates, enhancing the experience for fans on-site and at home.

WINNER

THE OFFICIAL GLASTONBURY APP, POWERED BY VODAFONE

ENTERED BY: FUSE

The Vodafone-powered app achieved 250,000+ downloads, 450,000+ hours of usage and three billion steps tracked, while driving a 12% uplift in positive brand perception among festival fans. Sponsorship awareness rose 12% nationally, reinforcing Vodafone's brand positioning.



SHORTLIST

ACTION FOR CHILDREN'S 2025 SECRET SANTA CAMPAIGN WITH NATIONWIDE BUILDING SOCIETY

ENTERED BY: ACTION FOR CHILDREN

The 2025 Secret Santa campaign was a purpose-led fundraising activation designed to bring the magic of Christmas to vulnerable children. Leveraging matched funding, branch and colleague activations, and a sequenced digital campaign, the partnership amplified reach, trust and engagement, resulting in record-breaking performance with £2.68m raised.

CO-OP LIVE AND THE CO-OP FOUNDATION

ENTERED BY: CO-OP LIVE

This structural partnership with the Co-op Foundation embeds social investment directly into the economics of the UK's largest purpose-built arena. By linking every ticket sold to measurable impact, Co-op Live has established a benchmark for purpose-led venue sponsorship.

FRUITY COUTURE: CREATING BIG KNIT ENERGY WITH INNOCENT

ENTERED BY: DOROTHY PARTNERSHIPS

The campaign reimaged The Big Knit for its 20th year through a fashion collaboration with Age UK. Partnering with House of Sunny and fronted by Prue Leith, limited-edition fruit-inspired knitwear launched around London Fashion Week to reconnect younger audiences with the charity's mission.

RELENTLESS & MURA MASA

ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

'LOCAL' was a purpose-led collaboration with Mura Masa designed to amplify grassroots music communities beyond major UK cities. A three-stop tour across Stockton-on-Tees, Blackpool and Bradford paired live events with a documentary and zine celebrating regional creatives.

SHORTLIST

ELEMIS & ASTON MARTIN ARAMCO FORMULA ONE™ TEAM

ENTERED BY: ELEMIS

This partnership disrupted convention in Formula One by speaking directly to women – who now make up 41% of the sport's global fanbase. As the first skincare brand in Formula One, ELEMIS brought performance-led wellness trackside while championing representation, inclusivity and purpose-led storytelling.

FOREST RUNNER CAMPAIGN & CLIF BAR

ENTERED BY: FORESTRY ENGLAND

The Forest Runner campaign combined virtual Strava challenges with real-world trail experiences to inspire outdoor activity. With a £35,000 budget, the partnership championed female participation while positioning forests as inclusive wellbeing spaces. Nearly 170,000 participants completed 5k and 10k challenges, logging 684,000+ miles, while CLIF achieved 11m impressions and strong opt-in engagement.

LONDON SPORT & SAATCHI & SAATCHI: MORE BALL GAMES

ENTERED BY: LONDON SPORT

More Ball Games transformed London's 'No Ball Games' signs into powerful symbols of inclusion and play. Launched pro bono, the campaign reframed 7,000+ restrictive signs as a social justice issue, mobilising communities, policymakers and national media without paid spend. The initiative generated 174m reach and £3.58m in earned media, influenced MPs and councils, and prompted borough-level sign removals.

PADDY POWER – THE EVEN BIGGER @ WDC 2026

ENTERED BY: PADDY POWER

The EVEN BIGGER 180 extended the bookmaker's headline sponsorship of the PDC World Championship to drive prostate cancer awareness with Prostate Cancer UK. Blending humour with urgent health messaging, the campaign encouraged 180,000 men to complete a 30-second online risk check.

SCOTTISH FA & CHSS SPONSORSHIP

ENTERED BY: SCOTTISH FOOTBALL ASSOCIATION

This four-year partnership embeds women's heart and stroke awareness across Scotland's women's football pathway. From Scotland Women's National Team fixtures to grassroots recreational centres, the collaboration tackles the under-recognition of stroke symptoms in women through trusted sporting environments and player-led storytelling.

SKATEBOARD GB & SUBWAY FRESH MOVES

ENTERED BY: SKATEBOARD GB

This partnership with Subway's Fresh Moves platform embedded inclusive skateboarding programmes into grassroots communities. Focused on removing barriers to participation, the initiative delivered free coaching, equipment access and junior competition pathways. The partnership delivered measurable social impact while strengthening youth engagement.

STYLE OF OUR OWN POWERED BY MASTERCARD

ENTERED BY: OCTAGON

Style of Our Own was a women-first sports retail platform created to address inequality in women's sport merchandising and visibility. A five-month Regent Street takeover brought together 40+ women-led brands, 200+ live events and major sporting moments under one inclusive space. The initiative strengthened Mastercard's cultural relevance and demonstrated a scalable model for purpose-led sponsorship.

TOYOTA & GOOD FOR CRICKET

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

Good For Cricket launched a free national fundraising platform supporting grassroots clubs across the UK and Ireland. Leveraging partnerships with cricket's governing bodies, the initiative empowered clubs to retain 100% of ticket sales through a centralised prize draw. Brand association with cricket quadrupled, proving how purpose-led sponsorship can drive both community benefit and commercial uplift.

WINNER

CO-OP LIVE AND THE CO-OP FOUNDATION

ENTERED BY: CO-OP LIVE

A guaranteed £1m annual contribution supports initiatives such as the Young Gamechangers Fund, which empowers young leaders to deliver projects tackling safety, sustainability, inclusion and wellbeing across the UK.



HIGHLY COMMENDED

ACTION FOR CHILDREN'S 2025 SECRET SANTA CAMPAIGN WITH NATIONWIDE BUILDING SOCIETY

ENTERED BY: ACTION FOR CHILDREN

WINNER

PADDY POWER – THE EVEN BIGGER @ WDC 2026

ENTERED BY: PADDY POWER

Paddy Power's partnership with the PDC World Championship generated £1.25m in donations, with 1,127 maximum 180s contributing over £1.1m and 30,000 public donations via Darts of Destiny. With 12m video views and national political engagement, the activation combined cultural cut-through with life-saving behavioural impact.



SHORTLIST

ASTRO ASSEMBLE SCHOOLS INTERACTIVE – A COLLABORATION BETWEEN DISNEY & ROYAL MUSEUMS GREENWICH

ENTERED BY: ROYAL MUSEUMS GREENWICH

This partnership created Astro Assemble – a classroom interactive designed to re-engage under-served Key Stage 2 and 3 students with STEM. Combining scientific expertise with Marvel storytelling, the 45–60 minute experience used digital missions to teach curriculum topics including gravity, reflection and Earth’s atmosphere.

PREMIER LEAGUE PRIMARY STARS

ENTERED BY: HARK

Primary Stars uses the appeal of professional football to inspire children aged 5–11 to be active and develop essential life skills. The programme integrates curriculum-linked resources, anti-discrimination education and inclusive sport initiatives into 86% of primary schools across England and Wales.

SANTANDER OPEN ACADEMY & FORMULA ONE

ENTERED BY: SIDHU & SIMON

This partnership transformed a global Formula One sponsorship into a platform for lifelong learning. Through the humour-led ‘Life After F1’ film starring Jenson Button and a curated F1 learning hub, the campaign reframed education as accessible, aspirational and aligned with the mindset of elite motorsport.

THE GALLAGHER TOUCHLINE ACADEMY

ENTERED BY: PITCH MARKETING GROUP

The Gallagher Touchline Academy was created in response to warnings that school rugby participation was in crisis. This free, CPD-accredited programme, equips teachers with the skills and confidence to deliver rugby, removing barriers linked to facilities, safety perceptions and lack of specialist knowledge.

WINNER

ASTRO ASSEMBLE SCHOOLS INTERACTIVE – A COLLABORATION BETWEEN DISNEY & ROYAL MUSEUMS GREENWICH

ENTERED BY: ROYAL MUSEUMS GREENWICH



© 2025 Marvel

HIGHLY COMMENDED

SANTANDER OPEN ACADEMY & FORMULA ONE

ENTERED BY: SIDHU & SIMON

SHORTLIST

BRITA & THE LTA – ADVANTAGE, PLANET

ENTERED BY: IRIS LONDON

This first-of-its-kind partnership set out to eliminate single-use plastic water bottles from British tennis. By embedding free refill infrastructure across entire tournaments, the initiative rewired water consumption behaviour among players, staff and fans, removing nearly 500,000 plastic bottles to date.

SOUTHBANK CENTRE & THE LEGO GROUP: WE BUILT THAT

ENTERED BY: SOUTHBANK CENTRE

This campaign tackled two challenges: gender bias in play and the need for greater circularity. By embedding LEGO within Southbank Centre’s arts programming, the collaboration reframed LEGO as a tool for creativity, empowerment and sustainability rather than a traditional toy brand.

WILD SPACES & PEARL & DEAN

ENTERED BY: NATIONAL PARKS

Wild Spaces transformed cinema advertising into a direct funding model for nature restoration. By linking media spend to measurable environmental outcomes, the initiative created a new way for brands to support biodiversity across the UK’s National Parks. An industry-first, scalable model, Wild Spaces proves that media deliver benefits for people, planet and brand alike.

WINNER

BRITA & THE LTA – ADVANTAGE, PLANET

ENTERED BY: IRIS LONDON

With 75% of attendees adopting reusable bottles, this partnership established a new benchmark for environmental best practice in UK sport. A powerful example of behaviour change at scale, Operation Elimination demonstrates how sponsorship can drive measurable sustainability impact.



PARTNERED BY THE TALENT ARC



SHORTLIST

ASAHI SUPER DRY & WOMEN'S RUGBY WORLD CUP 2025
 ENTERED BY: FRUKT

This partnership used the Women's Rugby World Cup 2025 to challenge tradition in sport and beer. By embedding Japanese-inspired culture, fashion, talent and community into the tournament, Asahi Super Dry championed visibility, equity and access in the women's game while driving premium brand growth.

E.L.F. COSMETICS & AFRO NATION PORTUGAL
 ENTERED BY: THE MALACHITE GROUP

Afro Nation Portugal positioned e.l.f. at the heart of a black-founded, diaspora-led cultural platform. Rather than symbolic representation, the brand designed open-access beauty spaces and creator collaborations that reflected the lived diversity of the festival's audience.

MCDONALD'S FUN FOOTBALL
 ENTERED BY: LEO UK

The expansion of the McDonald's Fun Football programme widened access for children aged 5-11 who are unable to attend mainstream sessions. Working with disability sport partners and UK FAs, the initiative introduced visually impaired, hearing impaired and pan-disability sessions across the UK. Brand trust increased by 20%, with uplifts in perceptions of McDonald's as a community-focused brand.

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

This six-year partnership with the ECB positions the bank as Champion of Women's and Girls' Cricket. Through the Metro Bank Girls in Cricket Fund, the sponsorship recruits volunteers and subsidises coaching qualifications in a bid to triple the number of girls' teams playing by 2028.

STYLE OF OUR OWN POWERED BY MASTERCARD
 ENTERED BY: OCTAGON

Style of Our Own was a women-first sports retail platform created to address inequality in women's sport merchandising and visibility. A five-month Regent Street takeover brought together 40+ women-led brands, 200+ live events and major sporting moments under one inclusive space. The initiative strengthened Mastercard's cultural relevance and demonstrated a scalable model for purpose-led sponsorship.

WSL FOOTBALL & NIKE
 ENTERED BY: WSL FOOTBALL

This renewed long-term partnership redefined sponsorship as athlete-first intervention. Nike provided professional-grade boots to all players without endorsement deals and delivered over £500k of smart-ball performance technology to Barclays Women's Super League clubs. The partnership strengthened professional standards, enhanced brand sentiment and set a new benchmark for equity-driven women's sports sponsorship.

WINNER

METRO BANK, CHAMPION OF WOMEN'S AND GIRLS' CRICKET

ENTERED BY: THE SPACE BETWEEN

Since launch, girls' teams have increased by 32%, while trust among cricket fans has risen 29% and awareness of Metro Bank's role reached 74%. The partnership demonstrates how long-term investment can drive social change alongside measurable gains in consideration and customer growth.



PARTNERED BY THINKBOX



SHORTLIST

ADIDAS: OFFICIAL APPAREL PARTNER OF SKY SPORTS GOLF
 ENTERED BY: SKY MEDIA

This exclusive apparel partnership with Sky Sports Golf set out to challenge outdated perceptions of golf. Bespoke on-screen styling, high-profile tournament launches and cross-sport content brought a more modern, inclusive image to the sport. Over 80% of viewers noticed the apparel integration, while purchase intent rose by a healthy 13 percentage points.

HOW ST JAMES'S PLACE AND SKY ARTS MADE ADVICE AN ART FORM
 ENTERED BY: SKY MEDIA

The partnership with Sky Arts set out to reposition financial advice as accessible and culturally relevant. Alongside year-round idents, participatory branded content deepened audience engagement. The campaign successfully shifted the sponsorship from passive association to active participation.

HOW NESCAFÉ ESPRESSO CONCENTRATED RECOUPLED WITH GEN Z
 ENTERED BY: WPP MEDIA (OPENMIND)

This campaign with Love Island launched Espresso Concentrated by embedding the product directly into Gen Z's biggest cultural moment. Always-on villa placement, 'First Look' teaser sponsorship and bespoke content positioned the brand as the must-have iced coffee of the series.

MORRISON'S SPONSORSHIP OF CLARKSON'S FARM ON AMAZON
 ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

This £1.5m partnership aligned Morrisons with Clarkson's Farm to champion British farming and defend brand equity without entering a price war. Contextual idents, targeted Amazon inventory and in-store integration - including Diddy Squat products - connected provenance messaging to popular culture. By leveraging cultural relevance over discounting, the partnership delivered efficient growth and long-term brand differentiation.

PADDY POWER GAMES & FIRST DATES
 ENTERED BY: PADDY POWER

This partnership with First Dates marked the brand's first major TV sponsorship. Nineteen narrative-led idents set in the fictional 'Café du Chance', starring Peter Crouch, blended awkward dating humour with Paddy Power Games' 'another chance' message. The campaign drove strong recall and was well-received.

WINNER

HOW NESCAFÉ ESPRESSO CONCENTRATED RECOUPLED WITH GEN Z

ENTERED BY: WPP MEDIA (OPENMIND)

This clever integration delivered £22m+ in media value, 71% Gen Z recall and made the product a top seller in the coffee segment, beating annual sales targets by 24%. Brand perceptions of "appealing to my generation" rose by 15pts, successfully transforming Nescafé's brand image.



SHORTLIST

A NEW ALTERNATIVE: MAN CITY & OKX

ENTERED BY: CREATIVE ARTISTS AGENCY

The global branded content campaign with Manchester City F.C. launched A New Alternative, a cinematic brand film aligning crypto advocacy with football fandom. Featuring first-team stars and club legends, narrated by rapper Bugzy Malone, the film framed trust, belief and resilience as shared values between crypto traders and City supporters.

THE FUN NEVER STOPS WITH VOXI MOBILE AND KISS

ENTERED BY: CARAT & THE STORY LAB

The long-running partnership with KISS positioned the challenger network at the heart of Gen Z culture. Headline sponsorship of KISS Ibiza, Chosen One and The Ex-Orcism combined live events, talent reads and competitions to amplify VOXI's 'Unlimited Social Media' proposition. By embedding the brand into trusted youth entertainment environments, VOXI strengthened consideration and brand affinity/awareness.

TOMMY HILFIGER AND F1 THE MOVIE

ENTERED BY: SID LEE SPORT

This entertainment-first sponsorship of F1 The Movie fused fashion, film and F1 culture. A Met Gala pit-stop stunt featuring Damson Idris launched a capsule collection, supported by cinematic content, 3D billboards and global retail integration.

WILD SPACES WITH PEARL & DEAN

ENTERED BY: NATIONAL PARKS

Wild Spaces transformed cinema advertising into a direct funding model for nature restoration. By linking media spend to measurable environmental outcomes, the initiative created a new way for brands to support biodiversity across the UK's National Parks. An industry-first, scalable model, Wild Spaces proves that media deliver benefits for people, planet and brand alike.

WINNER

TOMMY HILFIGER AND F1 THE MOVIE

ENTERED BY: SID LEE SPORT

This campaign generated huge awareness and significant uplift in brand consideration, alongside sustained share-of-search growth. By blurring fiction and reality, Tommy Hilfiger repositioned itself at the centre of F1's cultural narrative and set a new benchmark for film-led sponsorship.



HIGHLY COMMENDED

THE FUN NEVER ENDS WITH VOXI MOBILE AND KISS

ENTERED BY: CARAT & THE STORY LAB

SHORTLIST

BEAT THE ICON WITH COCA-COLA

ENTERED BY: EAR TO THE GROUND

Beat The Icon transformed the brand's partnership with the Premier League into a social-first fantasy challenge built around fantasy premier league competition FPL Challenge. Each week, fans were dared to outscore football icons including Rio Ferdinand, Alex Scott and Mary Earps, turning sponsorship into repeatable Gen Z participation.

ENTERPRISE RENT-A-PLAYER - A UEFA EUROPA LEAGUE CAMPAIGN 2024/25

ENTERED BY: FOOTBALLCO & FUSE

Rent-A-Player brought its sponsorship of the UEFA Europa League and UEFA Europa Conference League to life through a four-part social content series. Directed by Antony Wonke, the campaign surprised global fan communities with legends including Chicharito and Antonio Valencia, celebrating the journeys fans make to follow their clubs.

FIRST TIME FANS - THE FOOTBALL ASSOCIATION

ENTERED BY: HOPE&GLORY PR

First Time Fans captured the live matchday experience during Thomas Tuchel's first England fixture. Nine first-time attendees, aged 4-74, were mic'd and filmed throughout the game, with 270 minutes of footage edited into social-first films. The hero film generated 92m views and 92% positive sentiment, becoming one of The FA's best-performing non-match assets ever.

HOT VS COLE & PRINGLES

ENTERED BY: EAR TO THE GROUND

Hot vs Cole paired the launch of the brand's Hot range with Chelsea and England star Cole Palmer in a sauna-set 'heat test' built around his cult cool persona. Designed for remixing, the social-first content turned deadpan humour into viral moments.

SANTANDER OPEN ACADEMY & FORMULA ONE

ENTERED BY: SIDHU & SIMON

This digital-first activation used the brand's partnership with Formula One to convert entertainment audiences into learners. The hero mockumentary, Life After F1, starring Jenson Button, was supported by socially optimised assets distributed across F1's web, app and social ecosystem.

WINNER

HOT VS COLE & PRINGLES

ENTERED BY: EAR TO THE GROUND

This innovative campaign delivered 28m+ organic views, 53m total impressions and an 8.7% sales uplift, securing national retail feature space across major grocers. It became Pringles' highest-ever UK engagement campaign and established a scalable authenticity-led talent model.



SHORTLIST

O2 PRESENTS: CHA-RUGBY G - THE RED ROSES PR MANAGER

ENTERED BY: MSQ SPORT + ENTERTAINMENT

The partnership set out to close the visibility gap around the Red Roses ahead of the 2025 Women's Rugby World Cup. By appointing Chabuddy G as the team's self-styled PR guru, the campaign used comedy to showcase player personalities and take women's rugby beyond the traditional sports bubble.

DP WORLD & 'KEEP YOUR COOL' CAMPAIGN

ENTERED BY: 160 OVER 90

Keep Your Cool was a creator-led branded content campaign designed to turn cold-chain logistics into a story sports fans understood. Partnering with DP World Tour and golf media platform Golf Life, the campaign used ice cream as a playful proof point for temperature-controlled logistics, creating digital-first formats that blended humour, sport and storytelling.

MARRIOTT BONVOY X MERCEDES-AMG PETRONAS F1 TEAM - THE SECRET CONCIERGE

ENTERED BY: 160 OVER 90

This campaign turned Formula 1 sponsorship into a multi-channel platform powered by talent. Fronted by Jack Whitehall and supported by Mercedes-AMG PETRONAS F1 Team drivers and global content creators, The Secret Concierge fused humour, travel and sport to reach international audiences.

PIZZA HUT PRESENTS BIG ZUU AND AJ TRACEY'S RICH FLAVOURS

ENTERED BY: SKY MEDIA

This entertainment-led partnership set out to reignite relevance among 18–35s in a fiercely competitive pizza market. Through a three-part Sky Max series starring Big Zuu and AJ Tracey, the brand tapped into friendship, culture and shared viewing to reposition pizza as an experience made for togetherness.

SANTANDER OPEN ACADEMY & FORMULA ONE

ENTERED BY: SIDHU & SIMON

The partnership transformed a global Formula One sponsorship into a platform for lifelong learning. Through the humour-led 'Life After F1' film starring Jenson Button and a curated F1 learning hub, the campaign reframed education as accessible, aspirational and aligned with the mindset of elite motorsport.

SHELL FAN ENGAGEMENT AI ACTIVATION

ENTERED BY: SHELL & SCUDERIA FERRARI

This activation brought together Ferrari and IBM to deliver a joint AI-powered fan engagement experience in Formula 1. Through a dedicated microsite, fans created personalised VIP videos featuring themselves alongside Ferrari drivers, transforming supporters into active participants in the team's story. The campaign generated 100 million social views and 600,000 videos.

SIGRID & VICTOR RAY & DHL

ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

FAST-TRACK 2025 used music as a vehicle to demonstrate DHL's purpose of connecting people and improving lives. Two artist-led campaigns – with Victor Ray in New York and Sigrid across Norway and Japan – blended live performance, social storytelling and community impact. Victor Ray's campaign raised funds equivalent to 116,000 meals for New Yorkers facing food insecurity, while Sigrid's nature-led album launch delivered over 10 million hero film views.

WINNER

O2 PRESENTS: CHA-RUGBY G - THE RED ROSES PR MANAGER

ENTERED BY: MSQ SPORT + ENTERTAINMENT

Delivering 17.6m views and significantly outperforming platform benchmarks, this series helped increase Red Roses awareness and close the gender awareness gap. Blending cultural relevance with measurable brand uplift, the campaign achieved sporting visibility and commercial impact.



HIGHLY COMMENDED

PIZZA HUT PRESENTS BIG ZUU AND AJ TRACEY'S RICH FLAVOURS

ENTERED BY: SKY MEDIA

SHORTLIST

ENTERPRISE RENT-A-PLAYER - A UEFA EUROPA LEAGUE CAMPAIGN 2024/25

ENTERED BY: FOOTBALLCO & FUSE

Rent-A-Player brought its sponsorship of the UEFA Europa League and UEFA Europa Conference League to life through a four-part social content series. Directed by Antony Wonke, the campaign surprised global fan communities with legends including Chicharito and Antonio Valencia, celebrating the journeys fans make to follow their clubs.

JAMESON & EFL ULTIMATE MATCHDAY

ENTERED BY: ENGLISH FOOTBALL LEAGUE

The Ultimate Matchday campaign evolved beyond ticket giveaways into a culturally embedded fan experience. Amateur teams competed to win a fully produced EFL-style matchday, complete with Sky Sports-style coverage, punditry and a guest appearance from Steve Sidwell. The campaign reinforced Jameson's position within UK football culture while driving authentic fan engagement.

M&S APPOINTS JACK WHITEHALL AS FA'S HEALTH AND NUTRITION CONSULTANT

ENTERED BY: M&S FOOD

This campaign set out to deliver a serious health message in a way that would resonate with families. By appointing Jack Whitehall as the FA's self-styled Health and Nutrition Consultant at St George's Park, the partnership used comedy to bring M&S' 'Eat Well, Play Well' mission to life for young footballers.

A NEW ALTERNATIVE: MAN CITY & OKX

ENTERED BY: CREATIVE ARTISTS AGENCY

The global branded content campaign with Manchester City F.C. launched A New Alternative, a cinematic brand film aligning crypto advocacy with football fandom. Featuring first-team stars and club legends, narrated by rapper Bugzy Malone, the film framed trust, belief and resilience as shared values between crypto traders and City supporters.

THE FARE GAME & CARLSBERG

ENTERED BY: HOPE&GLORY PR

This activation under the brand's UEFA partnership surprised taxi drivers – 91% of whom miss major matches due to work – with a drive-in fan park for the UEFA Nations League Final. Their fares were covered, turning working fans into VIPs. The campaign generated 1,600+ pieces of coverage, 2.7B global impressions and a 245% uplift in earned engagement.

THE GOODISON & CHRISTOPHER WARD

ENTERED BY: EVERTON FOOTBALL CLUB

This campaign marked the final chapter of Goodison Park with a limited-edition timepiece crafted using an original stadium turnstile and design cues inspired by Archibald Leitch. This initiative was combined with a cinematic hero film and sequenced digital launch strategy, which prioritised emotional narrative over commercial messaging.

WINNER

M&S APPOINTS JACK WHITEHALL AS FA'S HEALTH AND NUTRITION CONSULTANT

ENTERED BY: M&S FOOD

Blending humour with credible advice around nutrition, hydration and recovery, the campaign generated over one million views, increased Eat Well awareness and helped M&S maintain its position for health perception. A smart use of entertainment to land a meaningful wellbeing message at scale.



HIGHLY COMMENDED

THE FARE GAME & CARLSBERG

ENTERED BY: HOPE&GLORY PR

SHORTLIST

O2 PRESENTS: CHA-RUGBY G - THE RED ROSES PR MANAGER

ENTERED BY: MSQ SPORT + ENTERTAINMENT

This partnership set out to close the visibility gap around the Red Roses ahead of the 2025 Women's Rugby World Cup. By appointing Chabuddy G as the team's self-styled PR guru, the campaign used comedy to showcase player personalities and take women's rugby beyond the traditional sports bubble.

M&S APPOINTS JACK WHITEHALL AS FA'S HEALTH AND NUTRITION CONSULTANT

ENTERED BY: M&S FOOD

The campaign set out to deliver a serious health message in a way that would resonate with families. By appointing Jack Whitehall as the FA's self-styled Health and Nutrition Consultant at St George's Park, the partnership used comedy to bring M&S' 'Eat Well, Play Well' mission to life for young footballers.

MARRIOTT BONVOY X MERCEDES-AMG PETRONAS F1 TEAM - THE SECRET CONCIERGE

ENTERED BY: 160 OVER 90

This partnership turned Formula 1 sponsorship into a multi-channel platform powered by talent. Fronted by Jack Whitehall and supported by Mercedes-AMG PETRONAS F1 Team drivers and global content creators, The Secret Concierge fused humour, travel and sport to reach international audiences.

PRIVATE MATTERS: HOW THE DYERS TURNED GIBBERISH INTO TRUST FOR WHATSAPP

ENTERED BY: PUBLICIS MEDIA

The Private Matters campaign partnered with LADbible and talent duo Danny Dyer and Dani Dyer to turn a complex privacy message into a culturally resonant moment. Through a gamified format distributed across LADbible's multi-channel ecosystem, the campaign used humour and family honesty to demonstrate WhatsApp's end-to-end encryption in action.

SIGRID & VICTOR RAY WITH DHL

ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

FAST-TRACK 2025 used music as a vehicle to demonstrate DHL's purpose of connecting people and improving lives. Two artist-led campaigns - with Victor Ray in New York and Sigrid across Norway and Japan - blended live performance, social storytelling and community impact. Victor Ray's campaign raised funds equivalent to 116,000 meals for New Yorkers facing food insecurity, while Sigrid's nature-led album launch delivered over 10 million hero film views.

TIA MARIA & SEB

ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

Shake Up The Taste partnered with Sophie Ellis-Bextor to reposition the brand through personality-led creativity and cultural flair. By embedding talent authentically, the campaign showed how the right creative partnership can modernise brand perception while driving measurable results.

TOMMY HILFIGER AND F1 THE MOVIE

ENTERED BY: SID LEE SPORT

This entertainment-first sponsorship of F1 The Movie fused fashion, film and F1 culture. A Met Gala pit-stop stunt featuring Damson Idris launched a capsule collection, supported by cinematic content, 3D billboards and global retail integration.

WINNER

O2 PRESENTS: CHA-RUGBY G - THE RED ROSES PR MANAGER

ENTERED BY: MSQ SPORT + ENTERTAINMENT

The Red Roses campaign used a smart sense of humour to solve a visibility problem. By positioning Chabuddy G as the joke, the content allowed the athletes' personalities, confidence and credibility to shine through, breaking them out of the traditional sports media bubble.



HIGHLY COMMENDED

TOMMY HILFIGER AND F1 THE MOVIE

ENTERED BY: SID LEE SPORT

SHORTLIST

BEAT THE ICON WITH COCA-COLA

ENTERED BY: EAR TO THE GROUND

Beat The Icon transformed the brand's partnership with the Premier League into a social-first fantasy challenge built around fantasy premier league competition FPL Challenge. Each week, fans were dared to outscore football icons including Rio Ferdinand, Alex Scott and Mary Earps, turning sponsorship into repeatable Gen Z participation.

DO WHAT YOU LOVE - SCORE MORE WITH XBOX

ENTERED BY: XBOX

This partnership with darts champion Luke Littler launched FC26 through a culturally driven social stunt. A teaser suggesting Littler was retiring sparked widespread speculation before revealing he was stepping back to play FC26 on Xbox. The activation demonstrated how culturally fluent athlete partnerships can turn a product release into a mass conversation moment.

DP WORLD & TOMMY FLEETWOOD

ENTERED BY: 160 OVER 90

The campaign redefined the role of talent in B2B sponsorship. By selecting Tommy Fleetwood for his integrity, global appeal and alignment with brand values, DP World transformed a high-visibility golf presence into a platform for brand understanding. The result was measurable uplift across key brand attributes.

HOT VS COLE & PRINGLES

ENTERED BY: EAR TO THE GROUND

Hot vs Cole paired the launch of the brand's Hot range with Chelsea and England star Cole Palmer in a sauna-set 'heat test' built around his cult cool persona. Designed for remixing, the social-first content turned deadpan humour into viral moments.

JAMESON & EFL ULTIMATE MATCHDAY

ENTERED BY: ENGLISH FOOTBALL LEAGUE

The Ultimate Matchday campaign evolved beyond ticket giveaways into a culturally embedded fan experience. Amateur teams competed to win a fully produced EFL-style matchday, complete with Sky Sports-style coverage, punditry and a guest appearance from Steve Sidwell. The campaign reinforced Jameson's position within UK football culture while driving authentic fan engagement.

LEXUS & LTA: BECOMING BRITISH NUMBER ONE

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

This strategic partnership with the Lawn Tennis Association deepened the brand's role across UK tennis. Expanded title rights, Sky Sports integration, ambassador storytelling and grassroots initiatives embedded Lexus at every level of the sport, driving brand positivity up by 24%.

LUCOZADE SPORT ICE KICK & JUDE BELLINGHAM

ENTERED BY: THE TEAM

Ice Kick redefined athlete endorsement by partnering with Jude Bellingham as a co-creator rather than a traditional ambassador. From shaping the flavour to influencing packaging and starring in a sneaker-drop-inspired launch, Bellingham was embedded across product, creative and retail.

THE GALLAGHER TOUCHLINE ACADEMY

ENTERED BY: PITCH MARKETING GROUP

The Gallagher Touchline Academy was created in response to warnings that school rugby participation was in crisis. This free, CPD-accredited programme equips teachers with the skills and confidence to deliver rugby, removing barriers linked to facilities, safety perceptions and lack of specialist knowledge.

WINNER

LUCOZADE SPORT ICE KICK & JUDE BELLINGHAM

ENTERED BY: THE TEAM

This campaign positioning Ice Kick at the heart of football culture. The campaign generated 144m social impressions, and significant sales, making Ice Kick 2025's biggest new sports drink and Lucozade Sport's largest launch ever.



HIGHLY COMMENDED

HOT VS COLE & PRINGLES

ENTERED BY: EAR TO THE GROUND

SPORTS SPONSORSHIP

PARTNERED BY SPORT ENGLAND AND SPORTBUSINESS



SHORTLIST

DEEP HEAT & DEEP FREEZE & HYROX

ENTERED BY: THE VALUE XCHANGE

This partnership repositioned Deep Heat and Deep Freeze from ageing pain relief brands to modern performance essentials. As Official Muscle Preparation and Recovery Partner of HYROX UK&I, the brand embedded itself within the fast-growing functional fitness community at live events.

LIONESS LETTERS & KIND SNACKS UK

ENTERED BY: KIND SNACKS UK

Lioness Letters united the nation behind England's women's team ahead of UEFA Women's EURO 2025 by collecting handwritten messages of support from fans across the UK. Featuring 1972 Lioness Janet Bagguley alongside current players and men's internationals, the campaign blended physical participation with social amplification to create a show of backing.

PENTLAND AND TNT SPORTS – POWERING THE GAME

ENTERED BY: SKY MEDIA

This multi-brand channel partnership with TNT Sports unified six portfolio brands under one scaled sports sponsorship model. Spanning football, rugby, cycling, tennis and athletics, the activation combined broadcast integration with social storytelling to drive contextual relevance at scale. The partnership reached 15.3m adults, delivering strong uplifts in awareness and advocacy.

SPECSAVERS & THE SCOTTISH FA

ENTERED BY: SPECSAVERS

The partnership with the Scottish FA aimed to close a national brand trust gap by demonstrating meaningful commitment to Scottish football at every level. Community-led initiatives including Football Memories, Best Worst Pitch and Let Them Ref prioritised grassroots impact over logo exposure. In year one, brand trust increased by eight percentage points, exceeding targets.

WINNER

DEEP HEAT & DEEP FREEZE & HYROX

ENTERED BY: THE VALUE XCHANGE

Amplified through athlete storytelling and a LADbible creator partnership, this campaign delivered views, engagements and product trials. Sales surged, proving sport's power to reignite a stagnant category.



HIGHLY COMMENDED

SPECSAVERS & THE SCOTTISH FA

ENTERED BY: SPECSAVERS

SPORTS SPONSORSHIP – LARGER BUDGET

PARTNERED BY SPORT ENGLAND AND SPORTBUSINESS



SHORTLIST

ADIDAS: OFFICIAL APPAREL PARTNER OF SKY SPORTS GOLF

ENTERED BY: SKY MEDIA

This exclusive apparel partnership with Sky Sports Golf set out to challenge outdated perceptions of golf. Bespoke on-screen styling, high-profile tournament launches and cross-sport content brought a more modern, inclusive image to the sport. Over 80% of viewers noticed the apparel integration, while purchase intent rose by a healthy 13 percentage points.

BEAT THE ICON WITH COCA-COLA

ENTERED BY: EAR TO THE GROUND

Beat The Icon transformed the brand's partnership with the Premier League into a social-first fantasy challenge built around fantasy premier league competition FPL Challenge. Each week, fans were dared to outscore football icons including Rio Ferdinand, Alex Scott and Mary Earps, turning sponsorship into repeatable Gen Z participation.

ELEMIS & ASTON MARTIN ARAMCO FORMULA ONE™ TEAM

ENTERED BY: ELEMIS

This partnership disrupted convention in Formula One by speaking directly to women – who now make up 41% of the sport's global fanbase. As the first skincare brand in Formula One, ELEMIS brought performance-led wellness trackside while championing representation, inclusivity and purpose-led storytelling.

O2 PRESENTS: ENGLAND, MEET ENGLAND

ENTERED BY: MSQ SPORT + ENTERTAINMENT

This campaign leveraged O2's long-term partnership with England Rugby to close the awareness gap between the men's team and the Red Roses ahead of the Rugby World Cup. From a skydiving TV ad to retail takeovers and renaming The O2 arena, every asset was mobilised to elevate women's rugby.

LEXUS & LTA: BECOMING BRITISH NUMBER ONE

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

The strategic partnership with the Lawn Tennis Association deepened the brand's role across UK tennis. Expanded title rights, Sky Sports integration, ambassador storytelling and grassroots initiatives embedded Lexus at every level of the sport, driving brand positivity up by 24%.

PADDY POWER – THE EVEN BIGGER @ WDC 2026

ENTERED BY: PADDY POWER

The EVEN BIGGER 180 extended the bookmaker's headline sponsorship of the PDC World Championship to drive prostate cancer awareness with Prostate Cancer UK. Blending humour with urgent health messaging, the campaign encouraged 180,000 men to complete a 30-second online risk check.

TOYOTA & GOOD FOR CRICKET

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

Good For Cricket launched a free national fundraising platform supporting grassroots clubs across the UK and Ireland. Leveraging partnerships with cricket's governing bodies, the initiative empowered clubs to retain 100% of ticket sales through a centralised prize draw. Brand association with cricket quadrupled, proving how purpose-led sponsorship can drive both community benefit and commercial uplift.

WINNER

ELEMIS & ASTON MARTIN ARAMCO FORMULA ONE™ TEAM

ENTERED BY: ELEMIS

Through innovative activations and powerful cultural moments, this partnership reshaped perceptions of who belongs in motorsport, delivering standout brand impact alongside a movement that broadened access and celebrated women across a traditionally male-dominated sport.



HIGHLY COMMENDED

O2 PRESENTS: ENGLAND, MEET ENGLAND

ENTERED BY: MSQ SPORT + ENTERTAINMENT

TOYOTA & GOOD FOR CRICKET

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

PARTNERED BY WOMEN IN SPORT.



SHORTLIST

AXA & WOMEN'S WALKING FOOTBALL

ENTERED BY: NONSENSE LONDON

The purpose-led activation leveraged the brand's UEFA Women's EURO 2025 sponsorship to raise the profile of women's walking football across the UK. Through an Anfield-hosted tournament featuring Tash Dowie, the emotive Kicking Cancer documentary and taster sessions, AXA connected elite tournament visibility with grassroots participation for women aged 40-75.

ELEMIS & ASTON MARTIN ARAMCO FORMULA ONE™ TEAM

ENTERED BY: ELEMIS

This partnership disrupted convention in Formula One by speaking directly to women - who now make up 41% of the sport's global fanbase. As the first skincare brand in Formula One, ELEMIS brought performance-led wellness trackside while championing representation, inclusivity and purpose-led storytelling.

LIONESSE LETTERS & KIND SNACKS UK

ENTERED BY: KIND SNACKS UK

Lioness Letters united the nation behind England's women's team ahead of UEFA Women's EURO 2025 by collecting handwritten messages of support from fans across the UK. Featuring 1972 Lioness Janet Bagguley alongside current players and men's internationals, the campaign blended physical participation with social amplification to create a show of backing.

SCOTTISH FA & CHSS SPONSORSHIP

ENTERED BY: SCOTTISH FOOTBALL ASSOCIATION

This four-year partnership embeds women's heart and stroke awareness across Scotland's women's football pathway. From Scotland Women's National Team fixtures to grassroots recreational centres, the collaboration tackles the under-recognition of stroke symptoms in women through trusted sporting environments and player-led storytelling.

ŠKODA UK - COMPLETE THE STREETS

ENTERED BY: LEO BURNETT

Complete The Streets reimaged cycling sponsorship by turning Strava data into a map visualising women's rides across the UK. Designed to challenge perceptions of belonging in a male-dominated sport, the activation encouraged women to complete every street, making their presence visible in real time.

STYLE OF OUR OWN POWERED BY MASTERCARD

ENTERED BY: OCTAGON

Style of Our Own was a women-first sports retail platform created to address inequality in women's sport merchandising and visibility. A five-month Regent Street takeover brought together 40+ women-led brands, 200+ live events and major sporting moments under one inclusive space. The initiative strengthened Mastercard's cultural relevance and demonstrated a scalable model for purpose-led sponsorship.

WSL FOOTBALL & NIKE

ENTERED BY: WSL FOOTBALL

This renewed long-term partnership redefined sponsorship as athlete-first intervention. Nike provided professional-grade boots to all players without endorsement deals and delivered over £500k of smart-ball performance technology to Barclays Women's Super League clubs. The partnership strengthened professional standards, enhanced brand sentiment and set a new benchmark for equity-driven women's sports sponsorship.

WINNER

ELEMIS & ASTON MARTIN ARAMCO FORMULA ONE™ TEAM

ENTERED BY: ELEMIS

ELEMIS broke new ground as the first skincare partner in Formula One, connecting with a fanbase that is increasingly diverse and 41% female. The partnership delivered commercial impact while redefining what female-forward sponsorship can look like in elite sport.



PARTNERED BY WOMEN IN SPORT



SHORTLIST

ASAHI SUPER DRY & WOMEN'S RUGBY WORLD CUP 2025

ENTERED BY: FRUKT

This partnership used the Women's Rugby World Cup 2025 to challenge tradition in sport and beer. By embedding Japanese-inspired culture, fashion, talent and community into the tournament, Asahi Super Dry championed visibility, equity and access in the women's game while driving premium brand growth.

DEMOCRATISING KNOWLEDGE AT THE WOMEN'S RWC 2025 WITH CAPGEMINI

ENTERED BY: CAPGEMINI & STATS PERFORM

TryZone IQ used generative AI to transform complex live match data into accessible, real-time insights during the Women's Rugby World Cup 2025. The initiative augmented official Opta data to create bite-sized broadcast graphics and digital insights - making the women's game easier to understand for new fans while delivering deeper analysis for established audiences.

O2 PRESENTS: ENGLAND, MEET ENGLAND WITH O2

ENTERED BY: MSQ SPORT + ENTERTAINMENT

This campaign leveraged O2's long-term partnership with England Rugby to close the awareness gap between the men's team and the Red Roses ahead of the Rugby World Cup. From a skydiving TV ad to retail takeovers and renaming The O2 arena, every asset was mobilised to elevate women's rugby.

GALLAGHER & WOMEN'S RUGBY WORLD CUP 2025

ENTERED BY: GALLAGHER

The activation brought its 'Right Here for Rugby' and 'Right Here for Business' platforms to life through high-visibility, fan-focused moments. Gallagher strengthened business relationships while championing the status of women's rugby on a global stage.

WILKINSON SWORD INTUITION & WOMEN'S RUGBY WORLD CUP 2025

ENTERED BY: EDGEWELL PERSONAL CARE

The partnership with the Women's Rugby World Cup 2025 amplified the brand's new position championing women who remove 'any hair, anywhere'. The campaign proved that culturally aligned women's sport sponsorship can drive brand equity and strong sales growth.

WINNER

O2 PRESENTS: ENGLAND, MEET ENGLAND WITH O2

ENTERED BY: MSQ SPORT + ENTERTAINMENT

This integrated campaign exceeded all objectives. Red Roses awareness rose from 43% to 58%, closing the gender gap to 1. Brand impact was equally strong: 50% felt more positive about O2 and consideration increased by 33% - demonstrating how long-term, values-led sponsorship can drive both cultural change and commercial return at scale.



SHORTLIST

ADIDAS & FACTORY INTERNATIONAL - BUILD 2025

ENTERED BY: FACTORY INTERNATIONAL

BUILD 2025 was a 14-day skateboarding and cultural festival in Manchester designed to connect with Gen Z and remove barriers to participation. Featuring free skate schools, inclusive sessions and a purpose-built modular skatepark, the festival increased cultural credibility scores, with 85% agreeing adidas supports young people and 60% converting to purchase intent.

DP WORLD & BEYOND BOUNDARIES INITIATIVE

ENTERED BY: 160 OVER 90

The Beyond Boundaries Initiative transforms retired shipping containers into fully equipped community cricket hubs, using DP World's logistics expertise to remove barriers to grassroots participation. Globally, the programme has delivered 12 containers, 3,000+ kits and engaged 15,000+ young people, with a 25% uplift in brand warmth among exposed audiences.

KELLOGG'S FOOTBALL CAMPS

ENTERED BY: THE.TEAM

This multi-partner football initiative leveraged rights with the EFL, Manchester City, Rangers and Celtic to deliver free holiday camps for families across the UK. Using a simple buy-pack-and-claim mechanic, the campaign addressed holiday childcare pressures while encouraging children to get active.

LONDON SPORT & SAATCHI & SAATCHI: 'MORE BALL GAMES'

ENTERED BY: LONDON SPORT

More Ball Games transformed London's 'No Ball Games' signs into powerful symbols of inclusion and play. Launched pro bono, the campaign reframed 7,000+ restrictive signs as a social justice issue, mobilising communities, policymakers and national media without paid spend. The initiative generated 174m reach and £3.58m in earned media, influenced MPs and councils, and prompted borough-level sign removals.

MCDONALD'S FUN FOOTBALL

ENTERED BY: LEO UK

The expansion of the McDonald's Fun Football programme widened access for children aged 5-11 who are unable to attend mainstream sessions. Working with disability sport partners and UK FAs, the initiative introduced visually impaired, hearing impaired and pan-disability sessions across the UK. Brand trust increased by 20%, with uplifts in perceptions of McDonald's as a community-focused brand.

METRO BANK, CHAMPION OF WOMEN'S AND GIRLS' CRICKET

ENTERED BY: THE SPACE BETWEEN

This six-year partnership with the ECB positions the bank as Champion of Women's and Girls' Cricket. Through the Metro Bank Girls in Cricket Fund, the sponsorship recruits volunteers and subsidises coaching qualifications in a bid to triple the number of girls' teams playing by 2028.

SKATEBOARD GB & SUBWAY FRESH MOVES

ENTERED BY: SKATEBOARD GB & THINK BEYOND

This partnership with Subway's Fresh Moves platform embedded inclusive skateboarding programmes into grassroots communities. Focused on removing barriers to participation, the initiative delivered free coaching, equipment access and junior competition pathways. The partnership delivered measurable social impact while strengthening youth engagement.

TOYOTA & GOOD FOR CRICKET

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

Good For Cricket launched a free national fundraising platform supporting grassroots clubs across the UK and Ireland. Leveraging partnerships with cricket's governing bodies, the initiative empowered clubs to retain 100% of ticket sales through a centralised prize draw. Brand association with cricket quadrupled, proving how purpose-led sponsorship can drive both community benefit and commercial uplift.

WINNER

TOYOTA & GOOD FOR CRICKET

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

This partnership has driven a surge in Toyota's cricket association, improved positive brand sentiment, and strengthened emotional connection. As the ECB's first Official Champion of Disability Cricket, Toyota has also increased Disability Champion Clubs by 14.5% and expanded cricket provision to 50% of SEND schools.



HIGHLY COMMENDED

ADIDAS & FACTORY INTERNATIONAL - BUILD 2025

ENTERED BY: FACTORY INTERNATIONAL

SHORTLIST

ICI C'EST NOTRE TERRAIN (THIS IS OUR TURF) WITH SNIPES

ENTERED BY: EAR TO THE GROUND

The partnership with Paris Saint-Germain repositioned football sponsorship as a cultural platform rooted in Parisian youth communities. The campaign elevated local creators, players and fans through community workshops, matchday integrations and globally launched kit moments. Social engagement increased by 35%, Gen Z brand affinity rose by double digits and multiple product drops sold out within days.

JAMESON & EFL ULTIMATE MATCHDAY

ENTERED BY: ENGLISH FOOTBALL LEAGUE

The Ultimate Matchday campaign evolved beyond ticket giveaways into a culturally embedded fan experience. Amateur teams competed to win a fully produced EFL-style matchday, complete with Sky Sports-style coverage, punditry and a guest appearance from Steve Sidwell. The campaign reinforced Jameson's position within UK football culture while driving authentic fan engagement.

KELLOGG'S FOOTBALL CAMPS

ENTERED BY: THE.TEAM

This multi-partner football initiative leveraged rights with the EFL, Manchester City, Rangers and Celtic to deliver free holiday camps for families across the UK. Using a simple buy-pack-and-claim mechanic, the campaign addressed holiday childcare pressures while encouraging children to get active.

M&S FOOD & THE FA

ENTERED BY: M&S FOOD

The partnership used football to reposition the brand around health through its 'Eat Well, Play Well' platform. Key spikes around January health and the Women's Euros blended player-led content, reactive creative and in-store integration to drive awareness and behaviour change. Brand love among fans reached 70%, and basket sales increased during the Women's Euros campaign.

SPECSAVERS & THE SCOTTISH FA

ENTERED BY: SPECSAVERS

This partnership with the Scottish FA aimed to close a national brand trust gap by demonstrating meaningful commitment to Scottish football at every level. Community-led initiatives including Football Memories, Best Worst Pitch and Let Them Ref prioritised grassroots impact over basic logo exposure.

THE GOODISON & CHRISTOPHER WARD

ENTERED BY: EVERTON FOOTBALL CLUB

This activity marked the final chapter of Goodison Park with a limited-edition timepiece crafted using an original stadium turnstile and design cues inspired by Archibald Leitch. This initiative was combined with a cinematic hero film and sequenced digital launch strategy, which prioritised emotional narrative over commercial messaging.

WINNER

SPECSAVERS & THE SCOTTISH FA

ENTERED BY: SPECSAVERS

In year one of this highly-effective campaign, brand trust increased by eight percent, exceeding targets, while perceptions of caring and likeability rose significantly. Extensive earned media reach and emotionally resonant storytelling repositioned Specsavers as a community-rooted supporter of Scottish football.



SHORTLIST

BLAST.TV AUSTIN MAJOR & ALIENWARE

ENTERED BY: BLAST

This partnership powered the BLAST.tv Austin Major 2025, positioning Alienware hardware at the centre of elite Counter-Strike competition. As Official PC, Laptop and Monitor Sponsor, the brand supplied tournament-ready tech while reinforcing its performance credentials with a global esports audience.

BUILD IN A BREAK: EARNING THE RIGHT TO PLAY THROUGH IN-GAME HABIT STACKING

ENTERED BY: PUBLICIS MEDIA

This partnership repositioned LEGO within youth gaming culture by embedding the brand into Minecraft Championship and Fortnite creator ecosystems. The strategy encouraged 'habit stacking', promoting LEGO building during natural gaming downtime. The campaign delivered category-leading ad recall and uplifts in brand affinity and purchase intent.

DO WHAT YOU LOVE - SCORE MORE WITH XBOX

ENTERED BY: XBOX

The partnership with darts champion Luke Littler launched FC26 through a culturally driven social stunt. A teaser suggesting Littler was retiring sparked widespread speculation before revealing he was stepping back to play FC26 on Xbox. The activation demonstrated how culturally fluent athlete partnerships can turn a product release into a mass conversation moment.

MÜLLER FRIJ 'JUST FEEL THE URJJ CHALLENGE'

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

This partnership with gaming platform Overwolf celebrated fun over competition through the 'Just Feel the URjj Challenge'. Integrated across Fortnite, League of Legends and Rocket League, the campaign delivered impressive increases in brand awareness and purchase intent.

VIRGIN MEDIA GAMEPAD

ENTERED BY: MSQ SPORT + ENTERTAINMENT

The activation transformed gaming accessibility at The O2 into a permanent free-to-play gaming destination. The Gamepad features three dedicated zones offering console play, competitive leaderboards and live streaming experiences.

SHORTLIST

CBS ARENA

ENTERED BY: EAR TO THE GROUND

THE CBS Arena partnership redefined venue sponsorship by putting community impact at its core. Through its naming rights of the CBS Arena and collaboration with Coventry City FC, CBS transformed the arena into a hub for education, youth aspiration and social connection.

CO-OP LIVE

ENTERED BY: CO-OP LIVE

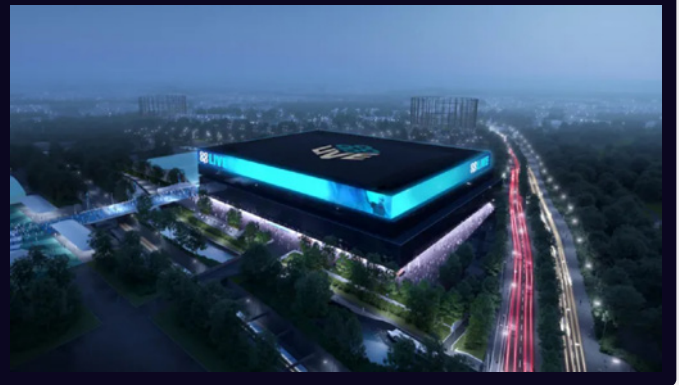
This venue sponsorship model transformed naming rights into a fully embedded platform for social change. In partnership with the Co-op Foundation, the arena commits £1m annually to youth empowerment through the Young Gamechangers Fund.

WINNER

CO-OP LIVE

ENTERED BY: CO-OP LIVE

By activating every asset - from ticket revenue to in-venue storytelling - Co-op Live demonstrated how venue sponsorship can drive measurable social impact at national scale while strengthening purpose-led brand equity.



WINNER

BLAST.TV AUSTIN MAJOR & ALIENWARE

ENTERED BY: BLAST

Beyond competition infrastructure, Alienware delivered immersive fan activations and a city-wide drone light show. All of this activity generated huge audiences, impressive media value and overwhelmingly positive brand engagement intent.



HIGHLY COMMENDED

BUILD IN A BREAK: EARNING THE RIGHT TO PLAY THROUGH IN-GAME HABIT STACKING

ENTERED BY: PUBLICIS MEDIA

SHORTLIST

AEG INTERNATIONAL GLOBAL PARTNERSHIPS

AEG Europe Global Partnerships is a transformative force, delivering full-service sponsorship across world-renowned venues and festivals including The O2, Uber Arena Berlin and British Summer Time Hyde Park. With proprietary research such as The Live Effect, next-generation venue technology, and renewals with partners including American Express and Marriott Bonvoy, AEG continues to elevate fan experiences while delivering proven partner growth.

CO-OP LIVE

Co-op Live is the UK's largest purpose-built indoor arena and a new model of rights holder where commercial success and social impact work hand in hand. With over a million visitors annually and cutting-edge data capabilities, Co-op Live offers partners meaningful audience engagement at scale.

THE JOCKEY CLUB

The Jockey Club unified its 15 racecourses into a single national partnership proposition in 2025 - creating a 1.39 million-strong contactable audience. Through innovations such as Paddock+, app-based betting integrations and advanced CRM targeting, it has achieved record partnerships revenue.

TRANSPORT FOR GREATER MANCHESTER

Transport for Greater Manchester (TfGM) has transformed the Bee Network into one of the UK's most dynamic rights holder platforms, turning everyday journeys into high-impact brand moments. With 45 million Metrolink journeys, 175 million bus trips and a thriving city events calendar, TfGM offers brands access to one of the UK's most culturally vibrant urban audiences.

WINNER - ENTERTAINMENT RIGHTS HOLDER

AEG INTERNATIONAL GLOBAL PARTNERSHIPS

AEG Europe Global Partnerships is a transformative force, delivering full-service sponsorship across world-renowned venues and festivals including The O2, Uber Arena Berlin and British Summer Time Hyde Park. With proprietary research such as The Live Effect, next-generation venue technology, and renewals with partners including American Express and Marriott Bonvoy, AEG continues to elevate fan experiences while delivering proven partner growth.



WINNER - SPORTS RIGHTS HOLDER

THE JOCKEY CLUB

The Jockey Club unified its 15 racecourses into a single national partnership proposition in 2025 - creating a 1.39 million-strong contactable audience. Through innovations such as Paddock+, app-based betting integrations and advanced CRM targeting, it has achieved record partnerships revenue.



SHORTLIST

DP WORLD & TOMMY FLEETWOOD

ENTERED BY: 160 OVER 90

This partnership redefined the role of talent in B2B sponsorship. By selecting Tommy Fleetwood for his integrity, global appeal and alignment with brand values, DP World transformed a high-visibility golf presence into a platform for brand understanding. The result was measurable uplift across key brand attributes.

FLOURISH IN THE CITY – ADDLESHAW GODDARD AT THE CHELSEA FLOWER SHOW

ENTERED BY: ADDLESHAW GODDARD

The three-year partnership with the RHS Chelsea Flower Show repositioned the law firm in London's competitive B2B market through a distinctive floral platform. A Best-in-Show-winning 'Freedom to Flourish' garden, high-impact billboards and elite client hospitality delivered a bold alternative to traditional marketing.

HOWDEN & THE BRITISH & IRISH LIONS

ENTERED BY: TTB SPORT

The four-year partnership with The Lions accelerated brand growth across the UK, Ireland and Pacific region. Blending premium hospitality, grassroots investment and media activation, the partnership tripled spontaneous awareness, strengthened corporate relationships and achieved exceptional ROI.

WINNER

FLOURISH IN THE CITY – ADDLESHAW GODDARD AT THE CHELSEA FLOWER SHOW

ENTERED BY: ADDLESHAW GODDARD

In a legal market saturated with AI-led messaging, Addleshaw Goddard chose a distinctive floral platform to communicate how it helps businesses flourish in London. The elegant, purpose-led B2B sponsorship cut through intense competitive noise and drove significant commercial impact.



SHORTLIST

DEEP HEAT & DEEP FREEZE & HYROX

ENTERED BY: THE VALUE XCHANGE

The partnership repositioned Deep Heat and Deep Freeze from ageing pain relief brands to modern performance essentials. As Official Muscle Preparation and Recovery Partner of HYROX UK&I, the brand embedded itself within the fast-growing functional fitness community at live events.

HOW NESCAFÉ ESPRESSO CONCENTRATED RECOUPLED WITH GEN Z

ENTERED BY: WPP MEDIA (OPENMIND)

This partnership with Love Island launched Espresso Concentrated by embedding the product directly into Gen Z's biggest cultural moment. Always-on villa placement, 'First Look' teaser sponsorship and bespoke content positioned the brand as the must-have iced coffee of the series.

HOWDEN & THE BRITISH & IRISH LIONS

ENTERED BY: TTB SPORT

The four-year partnership with The Lions accelerated brand growth across the UK, Ireland and Pacific region. Blending premium hospitality, grassroots investment and media activation, the partnership tripled spontaneous awareness, strengthened corporate relationships and achieved exceptional ROI.

PADDY POWER - THE EVEN BIGGER @ WDC 2026

ENTERED BY: PADDY POWER

The EVEN BIGGER 180 extended the bookmaker's headline sponsorship of the PDC World Championship to drive prostate cancer awareness with Prostate Cancer UK. Blending humour with urgent health messaging, the campaign encouraged 180,000 men to complete a 30-second online risk check.

PENTLAND AND TNT SPORTS - POWERING THE GAME

ENTERED BY: SKY MEDIA

The multi-brand channel partnership with TNT Sports unified six portfolio brands under one scaled sports sponsorship model. Spanning football, rugby, cycling, tennis and athletics, the activation combined broadcast integration with social storytelling to drive contextual relevance at scale. The partnership reached 15.3m adults, delivering strong uplifts in awareness and advocacy.

THE FARE GAME & CARLSBERG

ENTERED BY: HOPE&GLORY PR

This activation under the brand's UEFA partnership surprised taxi drivers - 91% of whom miss major matches due to work - with a drive-in fan park for the UEFA Nations League Final. Their fares were covered, turning working fans into VIPs. The campaign generated 1,600+ pieces of coverage, 2.7B global impressions and a 245% uplift in earned engagement.

WILKINSON SWORD INTUITION & WOMEN'S RUGBY WORLD CUP 2025

ENTERED BY: EDGEWELL PERSONAL CARE

Wilkinson Sword Intuition's partnership with the Women's Rugby World Cup 2025 amplified the brand's new position championing women who remove 'any hair, anywhere'. The campaign proved that culturally aligned women's sport sponsorship can drive brand equity and strong sales growth.

WINNER

PADDY POWER - THE EVEN BIGGER @ WDC 2026

ENTERED BY: PADDY POWER

In its third year as headline sponsor of the PDC World Darts Championship, Paddy Power went EVEN BIGGER - combining mischief, media spectacle and life-saving impact for Prostate Cancer UK. With record net gaming revenue and share of voice more than double its nearest competitor, the brand delivered its biggest darts tournament ever.



HIGHLY COMMENDED

DEEP HEAT & DEEP FREEZE & HYROX

ENTERED BY: THE VALUE XCHANGE

SHORTLIST

HOW VOLVO AND SKY ATLANTIC TURNED SPONSORSHIP INTO A GROWTH ENGINE

ENTERED BY: SKY MEDIA

This 12-year partnership with Sky Atlantic has evolved from brand repositioning to performance-led Smart Sponsorship. Expanding into Sky Nature, the collaboration blended cinematic idents, purpose-driven branded content and UK-first addressable targeting to connect exposure to behaviour. In 2025, the partnership delivered its strongest results to date.

LIVE NATION & O2: 20 YEARS OF PARTNERSHIP

ENTERED BY: LIVE NATION

The 20-year partnership pioneered Priority Tickets - redefining presale access as a mass-market loyalty benefit. From Wireless Festival in 2005 to a nationwide O2 Academy estate and the O2 presents... series of exclusive gigs, the platform has evolved into the UK's leading music rewards ecosystem.

O2 & ENGLAND RUGBY: THREE DECADES, ONE DEFINING COMMITMENT

ENTERED BY: MSQ SPORT + ENTERTAINMENT

This 30-year partnership culminated in 2025 with 'England, Meet England' - the largest integrated campaign in women's rugby history. Marking O2's industry-first gender parity commitment, the campaign leveraged exclusive team access, retail, Priority and even renaming The O2 to 'The Rose 2' to make the Red Roses cultural icons ahead of a home World Cup.

VOXI MOBILE & KISS

ENTERED BY: CARAT & THE STORY LAB

The partnership with KISS has transformed the challenger mobile network into a Gen Z cultural player. Moving beyond logo placement, VOXI Presents spanned Ibiza residencies, Haunted House Party, DJ talent search 'Chosen One' and expansion to Dubai - embedding the brand into youth music culture.

WINNER

LIVE NATION & O2: 20 YEARS OF PARTNERSHIP

ENTERED BY: LIVE NATION

O2 is one of the UK's leading brands associated with live music with Priority delivering 1.73m tickets in 2025. Twenty years on, the partnership is a benchmark for how sponsorship can drive loyalty, acquisition and category ownership.



HIGHLY COMMENDED

O2 & ENGLAND RUGBY: THREE DECADES, ONE DEFINING COMMITMENT

ENTERED BY: MSQ SPORT + ENTERTAINMENT

SHORTLIST

AIA HEALTHIEST SCHOOLS PROGRAMME

ENTERED BY: HARK LONDON

The AIA Healthiest Schools Programme is a multi-market preventive health education platform operating across Asia Pacific. Built around four pillars, the initiative provides free, curriculum-aligned resources for 5–16-year-olds while advancing AIA's mission to help people live healthier, longer, better Lives.

BLAST.TV AUSTIN MAJOR & ALIENWARE

ENTERED BY: BLAST

This partnership powered the BLAST.tv Austin Major 2025, positioning Alienware hardware at the centre of elite Counter-Strike competition. As Official PC, Laptop and Monitor Sponsor, the brand supplied tournament-ready tech while reinforcing its performance credentials with a global esports audience.

DP WORLD & RYDER CUP

ENTERED BY: 160 OVER 90

DP World's worldwide partnership with the Ryder Cup demonstrated how international sponsorship can be led from outside the UK while delivering multi-territory impact. By transforming its role from golf sponsor to smart logistics enabler, DP World used a global sporting platform to drive commercial growth, cultural engagement and brand repositioning worldwide.

SIGRID & VICTOR RAY & DHL

ENTERED BY: GLOBE, UNIVERSAL MUSIC GROUP

FAST-TRACK 2025 used music as a vehicle to demonstrate DHL's purpose of connecting people and improving lives. Two artist-led campaigns – with Victor Ray in New York and Sigrid across Norway and Japan – blended live performance, social storytelling and community impact. Victor Ray's campaign raised funds equivalent to 116,000 meals for New Yorkers facing food insecurity, while Sigrid's nature-led album launch delivered over 10 million hero film views.

SHORTLIST

AMERICAN EXPRESS & FORMULA 1: YEAR ONE OF A GLOBAL PARTNERSHIP

ENTERED BY: AMERICAN EXPRESS

This global partnership with Formula One set out to prove that race day is #BetterWithAmex. Activated across 14 priority markets, the programme delivered exclusive ticket presales, 230,000+ race radios, premium hospitality and the multi-touchpoint Amex Blue Box Fan Experience – tangibly demonstrating premium differentiated benefits for both Cardmembers and prospects.

E.L.F. COSMETICS & AFRO NATION PORTUGAL

ENTERED BY: THE MALACHITE GROUP

The partnership positioned e.l.f. Cosmetics authentically within Afro Nation Portugal, an influential Afrobeats festival that welcomes 120,000 attendees from 180 countries. Brand awareness peaked at +13% in the UK and +29% across the EU, demonstrating culturally resonant live sponsorship at scale.

GALLAGHER HIGH PERFORMANCE ACADEMY

ENTERED BY: GALLAGHER

The High Performance Academy was established to increase the prominence of female coaches at elite level ahead of Women's Rugby World Cup. Through masterclasses, forums and media engagement, the initiative contributed to record female coaching representation at RWC25 and generated significant coverage.

THE F1 SEASON TICKET & HEINEKEN

ENTERED BY: THE ROMANS

This campaign transformed a Formula 1 partnership renewal into a global fan moment by creating the world's first F1 Season Ticket – granting one fan access to every race on the calendar. By flexing sponsorship rights in this innovative way, Heineken was viewed as a brand that brings fans closer to Formula 1.

WINNER

AIA HEALTHIEST SCHOOLS PROGRAMME

ENTERED BY: HARK LONDON

93% of students reported improved understanding of healthy lifestyles as a result of the AHS programme. The programme has also strengthened brand consideration among those aware of AHS, helping position AIA as a trusted long-term health partner across Asia Pacific.



WINNER

AMERICAN EXPRESS & FORMULA 1: YEAR ONE OF A GLOBAL PARTNERSHIP

ENTERED BY: AMERICAN EXPRESS

The partnership between AMEX and F1 generated significant engagement. By embedding value into every stage of the race-day, Amex strengthened loyalty while accelerating brand relevance among Millennial and Gen Z audiences.



SPONSORED BY GSIQ



SHORTLIST

AMERICAN EXPRESS PRESENTS BST HYDE PARK

ENTERED BY: AMERICAN EXPRESS

This presenting partnership of BST Hyde Park was built on clear research insight: Gen Z familiarity with Amex was low, while Millennials questioned its value. With a 59% Zillennial audience and music proven to over-index among the target, the strategy focused on turning live experience into measurable brand shift.

BEAT THE ICON WITH COCA-COLA

ENTERED BY: EAR TO THE GROUND

This campaign was built on proprietary Fan Intelligence research identifying a defining Gen Z behaviour: competitive mimicry - the instinct for people to measure themselves directly against sporting heroes. Working within FPL Challenge, Coca-Cola created Beat the Icon, daring fans to outscore icons including Rio Ferdinand, Alex Scott and Mary Earps.

HOW VOLVO AND SKY ATLANTIC TURNED SPONSORSHIP INTO A GROWTH ENGINE

ENTERED BY: SKY MEDIA

This partnership has evolved through continuous audience research and data integration. Motivational insight - not demographics - underpinned Smart Sponsorship, using Mosaic segmentation to build attitudinal audience groups aligned to innovation, luxury and sustainability drivers. Brand evaluation research tracked perception shifts across innovation, safety and environmental leadership. The partnership demonstrates how long-term sponsorship can become a data-driven growth engine when insight informs every phase of evolution.

LEXUS & LTA: BECOMING BRITISH NUMBER ONE

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

Lexus used research to identify tennis as a culturally aligned platform with 29m UK fans and strong gender equity. Brand tracking defined two core objectives: grow unaided awareness and strengthen "this brand reflects who I am." Results show increased brand positivity and measurable gains in salience and emotional connection - validating a research-led approach to talent integration and sponsorship impact.

VISA CASH APP RACING BULLS & BLAUW: TEAM IMAGE SPONSORSHIP ACCELERATOR

ENTERED BY: BLAUW SPONSORSHIP IMPACT

In one of sport's most competitive sponsorship environments, this programme replaced traditional awareness metrics with an AI-powered emotional perception model. The Team Image Accelerator combined adaptive questioning and text analytics to capture 3,000+ fan voices across UK and USA, benchmarking team image versus the entire Formula One grid. Insights were embedded into live commercial strategy, refining brand storytelling and sponsor propositions in real time.

SHORTLIST

FREEZING 'ICE COLD' - COLE PALMER FOR TOPPS MATCH ATTAX

ENTERED BY: MATCHFIT

This campaign heroed the new Match Attax collection by turning its most sought-after card - 'Ice Cold' Cole Palmer - into a real-world spectacle. A block of ice containing the giant card was unveiled at Chelsea's Champions League clash with Barcelona, creating an unmissable matchday moment rooted in UEFA rights.

FRUITY COUTURE: CREATING BIG KNIT ENERGY WITH INNOCENT

ENTERED BY: DOROTHY PARTNERSHIPS

The campaign reimaged The Big Knit for its 20th year through a fashion collaboration with Age UK. Partnering with House of Sunny and fronted by Prue Leith, limited-edition fruit-inspired knitwear launched around London Fashion Week to reconnect younger audiences with the charity's mission.

LONDON SPORT & SAATCHI & SAATCHI: MORE BALL GAMES

ENTERED BY: LONDON SPORT

More Ball Games transformed London's "No Ball Games" signs into powerful symbols of inclusion and play. Launched pro bono, the campaign reframed 7,000+ restrictive signs as a social justice issue, mobilising communities, policymakers and national media without paid spend. The initiative generated 174m reach and £3.58m in earned media, influenced MPs and councils, and prompted borough-level sign removals.

PADDY POWER - THE EVEN BIGGER @ WDC 2026

ENTERED BY: PADDY POWER

The EVEN BIGGER 180 extended the bookmaker's headline sponsorship of the PDC World Championship to drive prostate cancer awareness with Prostate Cancer UK. Blending humour with urgent health messaging, the campaign encouraged 180,000 men to complete a 30-second online risk check.

THE FARE GAME & CARLSBERG

ENTERED BY: HOPE&GLORY PR

This activation under the brand's UEFA partnership surprised taxi drivers - 91% of whom miss major matches due to work - with a drive-in fan park for the UEFA Nations League Final. Their fares were covered, turning working fans into VIPs. The campaign generated 1,600+ pieces of coverage, 2.7B global impressions and a 245% uplift in earned engagement.

THE F1 SEASON TICKET & HEINEKEN

ENTERED BY: THE ROMANS

The campaign transformed a Formula 1 partnership renewal into a global fan moment by creating the world's first F1 Season Ticket - granting one fan access to every race on the calendar. By flexing sponsorship rights in this innovative way, Heineken was viewed as a brand that brings fans closer to Formula 1.

WINNER

LONDON SPORT & SAATCHI & SAATCHI: MORE BALL GAMES

ENTERED BY: LONDON SPORT

Backed by community voices and influencer advocacy, this campaign reframed a local policy issue as a systemic inequality affecting over half a million young Londoners. With no paid media, it demonstrated how creative PR and authentic partnership can deliver reputational impact, political momentum and lasting social change.



HIGHLY COMMENDED

PADDY POWER - THE EVEN BIGGER @ WDC 2026

ENTERED BY: PADDY POWER



BEST USE OF A SMALLER ACTIVATION BUDGET

SHORTLIST

COVENTRY BUILDING SOCIETY & ALTRA 13 VALLEYS ULTRA

ENTERED BY: EAR TO THE GROUND

This partnership used the Altra 13 Valleys Ultra to challenge perceptions of life after 50. Targeting over-50s across key regions, CBS created the CBS Run Club, supporting participants through ambassador storytelling, humour-led hero content and on-site activation. The campaign demonstrated how focused sponsorship can authentically reconnect with an underrepresented audience on a modest budget.

FIRST TIME FANS - THE FOOTBALL ASSOCIATION

ENTERED BY: HOPE&GLORY PR

First Time Fans captured the live matchday experience during Thomas Tuchel's first England fixture. Nine first-time attendees, aged 4-74, were mic'd and filmed throughout the game, with 270 minutes of footage edited into social-first films. The hero film generated 92m views and 92% positive sentiment, becoming one of The FA's best-performing non-match assets ever.

FOREST RUNNER CAMPAIGN & CLIF BAR

ENTERED BY: FORESTRY ENGLAND

The Forest Runner campaign combined Strava challenges with real-world trail experiences to inspire outdoor activity. With a tight budget, the partnership championed female participation while positioning forests as inclusive wellbeing spaces.

THE F1 SEASON TICKET & HEINEKEN

ENTERED BY: THE ROMANS

This campaign transformed a Formula 1 partnership renewal into a global fan moment by creating the world's first F1 Season Ticket - granting one fan access to every race on the calendar. By flexing sponsorship rights in this innovative way, Heineken was viewed as a brand that brings fans closer to Formula 1.

WINNER

FOREST RUNNER CAMPAIGN & CLIF BAR

ENTERED BY: FORESTRY ENGLAND

Nearly 170,000 participants logged 684,000 miles of activity. Female participation reached 40% - significantly above platform averages - demonstrating strong affordable impact in promoting inclusivity and wellbeing



HIGHLY COMMENDED

FIRST TIME FANS - THE FOOTBALL ASSOCIATION

ENTERED BY: HOPE&GLORYPR

BEST USE OF TECHNOLOGY IN A SPONSORSHIP CAMPAIGN

SHORTLIST

BLAST.TV AUSTIN MAJOR & ALIENWARE

ENTERED BY: BLAST

This partnership powered the BLAST.tv Austin Major 2025, positioning Alienware hardware at the centre of elite Counter-Strike competition. As Official PC, Laptop and Monitor Sponsor, the brand supplied tournament-ready tech while reinforcing its performance credentials with a global esports audience.

DEMOCRATISING KNOWLEDGE AT THE WOMEN'S RWC WITH CAPGEMINI

ENTERED BY: CAPGEMINI & STATS PERFORM

TryZone IQ used generative AI to transform complex live match data into accessible, real-time insights during the Women's Rugby World Cup 2025. The initiative augmented official Opta data to create bite-sized broadcast graphics and digital insights - making the women's game easier to understand for new fans while delivering deeper analysis for established audiences.

SHELL FAN ENGAGEMENT AI ACTIVATION

ENTERED BY: SHELL & SCUDERI FERRARI

This activation brought together Ferrari and IBM to deliver a joint AI-powered fan engagement experience in Formula 1. Through a dedicated microsite, fans created personalised VIP videos featuring themselves alongside Ferrari drivers, transforming supporters into active participants in the team's story. The campaign generated 100 million social views and 600,000 videos.

ŠKODA UK - COMPLETE THE STREETS

ENTERED BY: LEO UK

Complete The Streets reimaged cycling sponsorship by turning Strava data into a map visualising women's rides across the UK. Designed to challenge perceptions of belonging in a male-dominated sport, the activation encouraged women to complete every street, making their presence visible in real time.

THE OFFICIAL GLASTONBURY APP, POWERED BY VODAFONE

ENTERED BY: FUSE

This partnership transformed the Official Glastonbury App into a benchmark-setting festival platform. As Official Connectivity Partner, Vodafone introduced live location sharing, dynamic map search, personalised line-ups and real-time crowd updates, enhancing the experience for fans on-site and at home.

WINNER

DEMOCRATISING KNOWLEDGE AT THE WOMEN'S RWC WITH CAPGEMINI

ENTERED BY: CAPGEMINI & STATS PERFORM

Across 32 matches, 1,500 AI-powered insights were generated and shared across broadcast, digital and social channels. As a result, Capgemini recorded significant uplifts in brand awareness and affinity among Gen-Z audiences.



HIGHLY COMMENDED

THE OFFICIAL GLASTONBURY APP, POWERED BY VODAFONE

ENTERED BY: FUSE

SHORTLIST

ADIDAS & FACTORY INTERNATIONAL - BUILD 2025

ENTERED BY: FACTORY INTERNATIONAL

FLOURISH IN THE CITY - ADDLESHAW GODDARD AT THE CHELSEA FLOWER SHOW

ENTERED BY: ADDLESHAW GODDARD

ICI C'EST NOTRE TERRAIN (THIS IS OUR TURF) WITH SNIPES

ENTERED BY: EAR TO THE GROUND

LEXUS & LTA: BECOMING BRITISH NUMBER ONE

ENTERED BY: WPP MEDIA SPORT & ENTERTAINMENT

MARRIOTT BONVOY X MERCEDES-AMG PETRONAS F1 TEAM - THE SECRET CONCIERGE

ENTERED BY: 160 OVER 90

SHELL FAN ENGAGEMENT AI ACTIVATION

ENTERED BY: SHELL & SCUDERI FERRARI

SOUTHBANK CENTRE & THE LEGO GROUP: WE BUILT THAT

ENTERED BY: SOUTHBANK CENTRE

THE GOODISON & CHRISTOPHER WARD

ENTERED BY: EVERTON FOOTBALL CLUB

TOMMY HILFIGER AND F1 THE MOVIE

ENTERED BY: SID LEE SPORT

SHORTLIST:

BUILD IN A BREAK: EARNING THE RIGHT TO PLAY THROUGH IN-GAME HABIT STACKING

ENTERED BY: PUBLICIS MEDIA

DO WHAT YOU LOVE - SCORE MORE WITH XBOX

ENTERED BY: XBOX

HOT VS COLE

ENTERED BY EAR TO THE GROUND

ŠKODA UK - COMPLETE THE STREETS

ENTERED BY: LEO UK

STYLE OF OUR OWN POWERED BY MASTERCARD

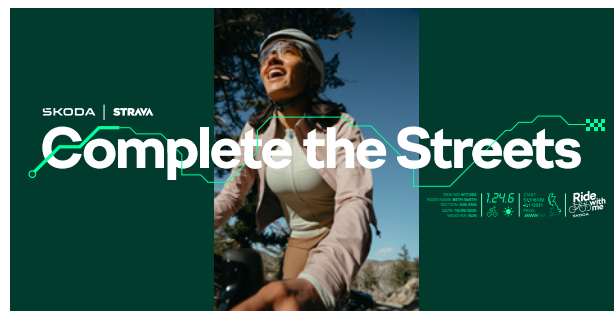
ENTERED BY: OCTAGON

WINNER

ŠKODA UK - COMPLETE THE STREETS

ENTERED BY: LEO UK

This innovative initiative transformed participation into advocacy. More than 42,000 women took part, cycling over 1.1 million kilometres, while the campaign drove measurable shifts in perception, visibility and brand affinity.



HIGHLY COMMENDED

STYLE OF OUR OWN POWERED BY MASTERCARD

ENTERED BY: OCTAGON

THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

PARTNERED BY NOTURNINGBACK2020



SHORTLIST

ANNA GOODISON FROM LIVE NATION

HOLLY BUCKINGHAM FROM ROYAL MUSEUMS GREENWICH

MEGAN SMITH FROM THE SCOTTISH FOOTBALL ASSOCIATION

ISABELLA PERILLA ESPINOSA FROM AEG INTERNATIONAL GLOBAL PARTNERSHIPS

TOM BATSON FROM WE ARE FUTURES

TOBY WARNER FROM PITCH MARKETING GROUP

WINNER

ISABELLA PERILLA ESPINOSA FROM AEG INTERNATIONAL GLOBAL PARTNERSHIPS

Isabella has an exceptional ability to balance commercial objectives with fan experience, ensuring every activation feels strategically sharp and authentically delivered. She is deeply invested in team success - mentoring junior talent, sharing best practice, and raising standards across every project.

WINNER

TOMMY HILFIGER AND F1 THE MOVIE

ENTERED BY: SID LEE SPORT

This film sponsorship fused fashion design, cinematic storytelling and Formula 1 spectacle into one seamless cultural moment. Built as a narrative takeover, it proved that craft and creativity in sponsorship can drive both cultural dominance and commercial return.



HIGHLY COMMENDED

MARRIOTT BONVOY X MERCEDES-AMG PETRONAS F1 THE SECRET CONCIERGE

ENTERED BY: 160 OVER 90

THE GOODISON & CHRISTOPHER WARD

ENTERED BY: EVERTON FOOTBALL CLUB

SPONSORED BY LIVE·TEAM

LIVE·TEAM

SHORTLIST

- EAR TO THE GROUND
- M&C SAATCHI SPORT & ENTERTAINMENT
- MATCHFIT
- MSQ SPORT + ENTERTAINMENT
- OAK VIEW GROUP
- PANGAEA 13
- RIGHT FORMULA
- SID LEE SPORT
- WEAREFEARLESS.
- WPP MEDIA SPORT & ENTERTAINMENT

SHORTLIST

- AEG INTERNATIONAL GLOBAL PARTNERSHIPS
- AIA HEALTHIEST SCHOOLS PROGRAMME
- AMERICAN EXPRESS & FORMULA 1: YEAR ONE OF A GLOBAL PARTNERSHIP
- ASTRO ASSEMBLE SCHOOLS INTERACTIVE - COLLABORATION BETWEEN DISNEY & ROYAL MUSEUM GREENWICH
- BEAT THE ICON WITH COCA-COLA
- BLAST.TV AUSTIN MAJOR & ALIENWARE
- BRITA & THE LTA - ADVANTAGE, PLANET
- CO-OP LIVE AND THE CO-OP FOUNDATION
- DEEP HEAT & DEEP FREEZE & HYROX
- DEMOCRATISING KNOWLEDGE AT THE WOMEN'S RWC WITH CAPGEMINI
- ELEMIS & ASTON MARTIN ARAMCO FORMULA ONE™ TEAM
- FLOURISH IN THE CITY - ADDLESHAW GODDARD AT THE CHELSEA FLOWER SHOW
- FOREST RUNNER CAMPAIGN & CLIF BAR
- HOT VS COLE & PRINGLES
- HOW NESCAFÉ ESPRESSO CONCENTRATED RECOUPLED WITH GEN Z
- LIVE NATION & O2: 20 YEARS OF PARTNERSHIP
- LONDON SPORT & SAATCHI & SAATCHI: 'MORE BALL GAMES'
- LUCOZADE SPORT ICE KICK & JUDE BELLINGHAM
- M&S APPOINTS JACK WHITEHALL AS FA'S HEALTH AND NUTRITION CONSULTANT
- METRO BANK CHAMPION OF WOMEN'S & GIRL'S CRICKET
- O2 PRESENTS: CHA-RUGBY G, THE RED ROSES PR MANAGER
- O2 PRESENTS: ENGLAND, MEET ENGLAND
- PADDY POWER - THE EVEN BIGGER @ WDC 2026
- SOUTHBANK CENTRE & THE LEGO GROUP: WE BUILT THAT
- SPECSAVERS & THE SCOTTISH FA
- THE JOCKEY CLUB
- THE OFFICIAL GLASTONBURY APP, POWERED BY VODAFONE
- TOMMY HILFIGER AND F1 THE MOVIE
- TOYOTA & GOOD FOR CRICKET
- SKODA UK - COMPLETE THE STREETS

UK SPONSORSHIP OF THE YEAR - BREAKTHROUGH AGENCY - WINNER

SID LEE SPORT

Sid Lee Sport has rapidly established itself as a creative and commercial force, delivering strong revenues and full client retention in its breakthrough year. With new clients including FIFA and expanded remits from Visa and UEFA, it has demonstrated that when strategy, creativity and activation work as one, sponsorship becomes a powerful growth engine.



UK SPONSORSHIP AGENCY OF THE YEAR - MEDIUM TO SMALLER AGENCY - WINNER

MSQ SPORT + ENTERTAINMENT

MSQ Sport + Entertainment has rapidly established itself as one of the most formidable new forces in the industry. It delivered O2's successful Women's Rugby World Cup activation and developed standout campaigns for brands including British Gas, Callaway and Howden around the British & Irish Lions.



UK SPONSORSHIP OF THE YEAR - LARGER AGENCY - WINNER

M&C SAATCHI SPORT & ENTERTAINMENT

M+C Saatchi Sport & Entertainment delivered its strongest year in history, reaching £12m in revenue and a 66% year-on-year profit increase to £3.8m - all through organic growth. It won 16 pitches in 2025, including briefs involving adidas, The LEGO Group, Kia, Betway and Formula E.



WINNER

O2'S ENGLAND WOMEN'S RUGBY TEAM SPONSORSHIP PROGRAMME



CHAMPIONS OF SPONSORSHIP 2026

SPORT

ALI RUSSELL, MANAGING DIRECTOR, EXTREME E

Ali Russell has built a successful career at the intersection of sport, media and commercial partnerships, often helping to launch and grow ambitious new sports properties. Currently MD and co-founder of Extreme E, he has played a central role in shaping the championship's commercial model. His leadership experience also spans senior roles in football, including MD at QPR and COO at Rangers. Across these roles he has developed a reputation for resilience and commercial creativity, while navigating complex stakeholder environments.

BRAND STRATEGY

TOM WHITESIDE, GROUP HEAD OF SPONSORSHIP AT AVIVA

Tom has been instrumental in shaping the insurer's distinctive venue-led sponsorship strategy across the UK and Ireland. He has overseen the development of a portfolio of landmark cultural and sporting venues, including Aviva Studios and Aviva Stadium. Most recently, he led the announcement of naming rights for Aviva Arena, a major new live entertainment venue set to open in Bristol in 2028. During his career, he has built a reputation for developing sponsorship strategies that prioritise long-term brand equity over short-term visibility.

See You
Next Year!

THE
^{UK} SPONSORSHIP | 2027
Awards

The showcase for the sponsorship and brand partnerships sector

Open for entry: September 2026

www.sponsorship-awards.co.uk