

**LINCOLNSHIRE
SPORT &
PHYSICAL
ACTIVITY
AWARDS
2025**



Sponsorship
Opportunities



Welcome to the Lincolnshire Sport & Physical Activity Awards 2025

A well known highlight of the Lincolnshire awards calendar, the Lincolnshire Sport and Physical Activity Awards is launching for 2025.

Our community awards are an amazing opportunity to recognise, celebrate and say thank you to people, organisations and clubs who have made a real difference to local people.

With a genuine 'feel good' vibe, the awards attract a significant amount of local interest with thousands of page views and over 400 nominations in addition to local promotion, engagement and media coverage.

With the support of sponsors, we are able to keep the community awards free to enter, and free for our finalists to attend, with every finalist receiving two free tickets to join the celebration.

Our 2025 awards ceremony is to be held in early November in Lincoln. Venue details will be announced shortly, however building on the success of 2024 the ceremony will have up to 300 guests. With continued success of the awards, we are expecting a record year for entries and guests.

The event includes a drinks reception, two course dinner and entertainment making it a fantastic opportunity to host customers, your team and to network and connect with other guests.

Active Lincolnshire are proud to celebrate the fantastic work that individuals, clubs and organisations from across our county do to get more people, more active, more often.





The Categories

Outstanding Contribution to Sport & Physical Activity Award

For someone who has changed the shape of sport or physical activity in Lincolnshire.

Positive Experiences for Children & Young People Award For a club or organisation getting more children to enjoy being active.

Active Youth Champion Award For someone who goes above and beyond to get children enjoying being active.

Active Change Award For a personal transformation of lifestyle through sport or physical activity.

Active Achievement Award Celebrating outstanding achievements, from fundraising to elite sporting success.

Unsung Hero Award Recognising the dedication of volunteers, who are the backbone to success for so many clubs.

Active Club Award For a club doing exceptional work to encourage people to be active in inclusive and innovative ways.

Inclusion & Diversity Award Celebrating exceptional people and projects that break down barriers to being active.

Impact On Health Award To champion how physical activity can be used to improve the health and wellbeing of people across Lincolnshire.

Peoples Choice Award Voted on by the public, this award is for one of our amazing 27 finalists. **Sponsorship of this category is included in the headline sponsor package.**





Sponsorship Opportunities

We have a range of sponsorship opportunities available to promote your organisation while supporting Active Lincolnshire and helping us to inspire people to get moving across our county.

Sponsorship is vital to us being able to run the awards every year, and being able to celebrate and share the amazing stories from the community.

In order to be as inclusive as possible, all finalists are invited as our guests, receiving two free tickets so we can all celebrate in their successes together.



Headline Sponsor £3500

Take centre stage on all main promotional material and event assets with your brand. Share your brand message to the full Lincolnshire Sport & Physical Activity Awards audience.

More details on following page.

Award Category Sponsors £1850

Link your organisation to a specific category by sponsoring one of our awards. This year we have nine categories with sponsorship opportunities and we welcome enquiries from a wide range of organisation types from all sectors.

More details on following page.

Media Sponsor £1000

Help us share the amazing stories of our finalists with media partnerships and promotion.

Contra deals considered. Ask us for more info.

Performance Sponsor £750

We support multiple community performers, giving them a chance to perform and bringing the event to life.

Ask us for more info.

Print Sponsor £750

Help us cover our print costs and be recognised on materials from event programmes to table plans.

Contra deals considered. Ask us for more info.

Welcome Drinks Sponsor £500

Share your support early on with our guests by sponsoring the welcome drinks. Have opportunities to share your brand with our guests on the night and before.

Ask us for more info.



Headline Sponsor

Pre-Award Promotion

- Coverage in our social media activity (paid & organic)
- Inclusion on all awards assets and event communications, including on ActiveLincolnshire.com and in associated materials.
- A supporting statement on our awards' homepage.
- Mentioned as headline sponsor in Active Lincolnshire eNewsletters; which go out to a diverse range of partners across the county.
- Inclusion in the media schedule.
- Invite to comment in selected press releases to local media.
- Promotion alongside the Peoples Choice Award.
- A headline sponsor's tool kit that you can use to show your support of the awards including; the awards logo, email signature graphic, website and social media graphics.

At The Awards

- A dedicated sponsors table with 8 tickets to join us for the celebration evening, including a two course meal. (Worth £600)
- Premium drinks package.
- Invitation to our sponsors and special guest reception prior to the awards.
- An advert in the event programme.
- An opportunity to have a promotional video played at the event.
- Brand placement on main award assets.
- Sponsorship of the Peoples Choice Award including the opportunity to present the award to the winner.
- Networking opportunities throughout the evening.

Post-Award Promotion

- Coverage in organic and paid social media activity that celebrates the success of the awards as a whole and the winners.
- Inclusion within relevant post-event press releases.
- Your brand/logo on the awards round up.
- Mentions in our Active Lincolnshire eNewsletters.

EXTRAS

- Your choice of table for the evening.

HEADLINE SPONSOR PACKAGE

1 Opportunity Available
£3500 + VAT





Award Sponsor

Pre-Award Promotion

- Coverage in our social media activity around your chosen award category (paid & organic).
- Inclusion in all event communications, including on ActiveLincolnshire.com and in associated materials.
- Placement of a supporting statement on your sponsored awards' webpage.
- Mentioned in Active Lincolnshire eNewsletters; which go out to a diverse range of partners across the county.
- Inclusion in the media schedule.
- A sponsor's tool kit that you can use to show your support of the awards including; logo, email signature graphic, website and social media graphics.

At The Awards

- A dedicated sponsors table with 8 tickets to join us for the celebration evening, including a two course meal. (Worth £600)
- Wine package on your table.
- Invitation to our sponsors and special guest reception prior to the awards.
- Networking opportunities throughout the evening.
- Brand placement within your sponsored category.
- Logo and name featured in the event programme.
- Inclusion on the video screen for your award category.
- The opportunity to present the winner with the award of the category you have sponsored.

Post-Award Promotion

- Coverage in organic and paid social media activity around your chosen award category that celebrates the success of the winners.
- Inclusion within relevant post event press releases.
- Your brand/logo on the your winner's case studies and stories across Active Lincolnshire and Let's Move Lincolnshire platforms.
- Mentions in our Active Lincolnshire eNewsletters.

EXTRAS

- Your choice of award category that you wish to sponsor (on a first come, first served basis)

AWARD SPONSOR PACKAGE

9 Opportunities Available
£1850 + VAT





Key Dates

Launch	7th May 2025
Deadline for Nominations	31st July 2025
Judging	August 2025
Filming Finalists	September 2025
Awards Ceremony	Early November (Date TBC)

Previous Winners

See the amazing stories of our 2024 winners and finalists at ActiveLincolnshire.com/Awards

Get In Touch

To find out more about the opportunities available and how else you can support Active Lincolnshire and the 2025 Lincolnshire Sport & Physical Activity Awards, please contact:

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