



# The Key Awards 2025

## Event Sponsorship Opportunities

## WHO WE ARE



The Key is a North East charity committed to empowering young people, especially those growing up in poverty and those facing challenging personal circumstances. **Our vision is for young people to believe in themselves, unlock their potential and lead connected and fulfilling lives.**

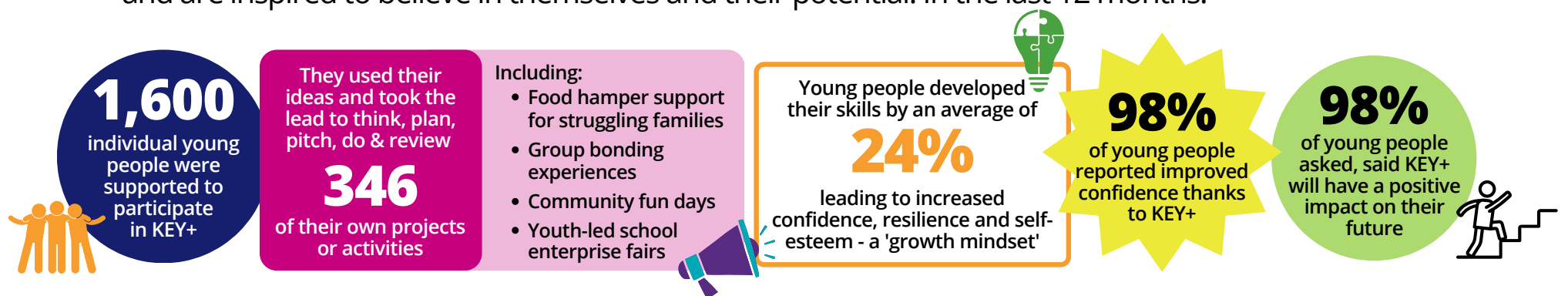
## WHAT WE DO

Through collaboration, our mission is to ensure young people have access to meaningful opportunities to build their skills, confidence and resilience. We achieve this using our proven, youth-led skills development programme, the KEY+ Challenge which empowers young people to:



## OUR IMPACT

By taking on the KEY+ Challenge young people discover what they're truly capable of and are inspired to believe in themselves and their potential. In the last 12 months:



"It has helped me gain confidence around people and work in a social environment. It helped me realise that I can achieve what I believe and encouraged me to get into the world and explore."  
- Ellie, KEY+ completer

"Taking part made me more resilient. In the future it'll make me more ambitious because I know what I can achieve now, so why not go further? I wish everyone could experience."  
- Jessica, KEY+ completer

"It has helped me be a better person and become more motivated to attend school. If it didn't happen, I would still be a non-attender."  
- Joseph, KEY+ Completer

"I would normally be in the streets and not thinking of employment. It helped me become motivated and think about my future and where I would like to go in life. Using the skills made me a better person."  
- Ocean-Tia, KEY+ Completer

[Check out young people's inspirational KEY+ stories here](#)



## THE KEY AWARDS 2025

Each year, The Key hosts an unforgettable evening dedicated to honouring young people and their remarkable achievements through the KEY+ Challenge. Planned and delivered by young people, for young people, The Key Awards shines a spotlight on their ideas, contributions, and potential — helping them see just how extraordinary they truly are.

This year, over 250 young people, youth workers, schools, funders, and supporters will come together to celebrate the incredible efforts of young individuals across the North East. As a sponsor, you'll have a unique opportunity to raise your brand's profile, connect with inspiring young leaders, and be part of a movement that champions the next generation.

Young people have limitless potential. By supporting The Key Awards, your brand can support them to realise their potential, their capabilities, and their future. Join us in making a difference — because when we invest in young people, we invest in a brighter tomorrow.

**Partner with us and stand up for young people in the North East today.**

## SPONSORSHIP OPPORTUNITIES

Sponsorship at our phenomenal awards night is a great opportunity and there's a number of affordable packages available to you.

### Headline Sponsor

Our main event sponsorship opportunity providing you with significant profile and coverage in all pre and post media with on the night brand representation too. **We're delighted to announce LGA Foundation as our headline event sponsor for The Key Awards 2025!**

### Category Sponsor

With 10 amazing awards up for grabs on the night, there's a category likely to inspire you to sponsor and represent your brand.

### Media Sponsor

An opportunity to sponsor media coverage including an on the night videographer or to pro-bono donate your videography skills.

## AVAILABLE SPONSORSHIP PACKAGES:

### CATEGORY SPONSOR



With 10 amazing awards up for grabs on the night, we're sure there's a category for you. This year's categories include: Social Action Superstars, Inspirational Achievement, Unique KEY+ Project, Pitch Innovators, KEY+ Completers, Key Partner of the Year, Volunteer of the Year, Exceptional KEY+ Facilitator, KEY+ Monkey Makers and a young person favourite category, Best Group Name.

As sponsor of an award category, your sponsorship includes:

- Complimentary invites for 2 guests
- Promotion in our event activity, including website and social media sites from launch to awards night and post event
- Chance to meet your award category winners
- Logo featured in our the event programme printed and distributed on the night

**There may well be other ways you feel we could best show our appreciation for being the headline sponsor, so please share any ideas with us.**

**AWARD SPONSOR COST: £250**



## AVAILABLE SPONSORSHIP PACKAGES:

### MEDIA SPONSOR



Our media sponsor can look two different ways depending on your business. The first, you can sponsor The Key Awards media coverage on the night which would enable The Key to enlist the support of a videography company to capture the magic of the event and share it even wider.

Alternatively, we also invite businesses operating in the video production space to be our media sponsor by donating their services in-kind. Help us capture amazing footage and quotes and comments from those in attendance and picking up awards.

Your sponsorship package includes:

- Complimentary invites for 3 guests
- Opportunity to be on our award judging panel and choose this year's winners
- Promotion in some of our event activity, including website and social media sites from launch to awards night and post event
- Feature in our the event programme printed and distributed on the night
- Logo permanently included at the end of the final event video shared online and uploaded on The Key's video channels

**There may well be other ways you feel we could best show our appreciation for being the headline sponsor, so please share any ideas with us.**

**MEDIA SPONSOR COST: £800**



# The Key Awards 2025

## Event Sponsorship Opportunities

### So what are you waiting for?

Invest in young people today by sponsoring The Key Awards 2025 and recognising the amazing contribution and potential that the region's young people behold.

Email Abbie to find out more and sponsor here:  
[abbie.foster@thekeyuk.org](mailto:abbie.foster@thekeyuk.org)

**We're looking forward to exploring collaboration!**

**Read some KEY+ impact stories here or see last year's winning groups here.**

