



The Key Awards 2026

Event Sponsorship Opportunities



WHO WE ARE

The Key empowers young people across the North East - particularly those growing up in poverty or navigating challenging circumstances.

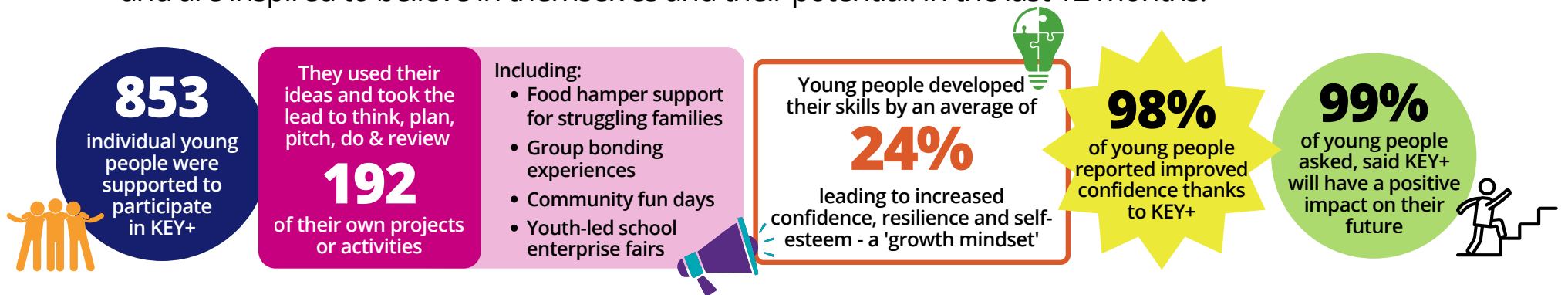
Our vision is simple: a region where every young person can shape their own path and unlock unlimited futures for themselves.

Through our flagship KEY+ Challenge, young people design, plan, and deliver their own real-world projects. This hands-on, youth-led experience gives them the space to try new things, make decisions, build confidence and skills, and step out of their comfort zones in a supportive environment.

Our support enables those facing additional barriers to discover what they are capable of, take pride in their achievements, and pursue meaningful futures that may once have felt out of reach.

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 feel more independent and have more trust in myself."
Leo, KEY+ Completer

"It has helped me grow my confidence by learning that making mistakes is okay and that communication is key."
Andrew KEY+ Completer

"Taking part helped me come out of my shell. I used to be really quiet in group settings... now I feel more confident and like my voice matters."
Zara, KEY+ Completer

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



THE KEY AWARDS 2026

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.

Category Sponsor

With 9 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:

HEADLINE SPONSOR



As our headline sponsor, you will be prominently showcased in all our event communications leading up to the night, during the event, and even after the celebration. Our headline sponsorship opportunity is a phenomenal way to invest in young people and their ideas and showcase your business.

Your sponsorship package includes:

- Complimentary table for 10 guests
- Opportunity to be on our award judging panel and choose this year's winners
- A branded profile page on our website, with 250 words about your company and links to your own site
- Promotion across our event activity, including website and social media sites from launch to awards night and post-event
- Feature in our event programme printed and distributed on the night
- Opportunity to place your branding placement throughout the event
- Company name check throughout the event

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.

HEADLINE SPONSOR COST: £2,750





AVAILABLE SPONSORSHIP PACKAGES:

CATEGORY SPONSOR

With 9 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, 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 category 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 media sponsor, so please share any ideas with us.

MEDIA SPONSOR COST: £800



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So what are you waiting for?

Invest in young people today by sponsoring The Key Awards 2026 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

We're looking forward to exploring collaboration!

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

