



The Key Awards 2024

Event Sponsorship Opportunities



WHO WE ARE

The Key is a North East charity committed to inspiring belief in young people, especially those facing disadvantage and challenging personal circumstances.

We're committed to empowering young people to:



USE THEIR VOICE & BE HEARD



LEAD PROJECTS & ACTIVITIES THAT MATTER TO THEM



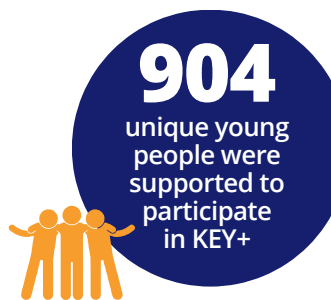
BUILD SKILLS & CONFIDENCE NEEDED TO THRIVE



BE ACTIVE CITIZENS BY EXPLORING ENTERPRISE OR TACKLING SOCIAL ISSUES

OUR IMPACT

Each year, we empower young people in need to take on our youth-led development programme, the KEY+ Challenge. In doing so, they discover what they're capable, develop the drive and determination to do something meaningful with it and are inspired to believe in themselves and their potential.



904

unique young people were supported to participate in KEY+



They used their ideas and took the lead to think, plan, pitch, do & review

226

of their own projects or activities



Including:

- Food hamper support for struggling families
- Group bonding experiences
- Community fun days
- Youth-led school enterprise fairs



Young people developed their skills by an average of

24%

leading to increased confidence, resilience and self-esteem - a 'growth mindset'



95%

of young people reported improved confidence thanks to KEY+



100%

of young people asked, said KEY+ will have a positive impact on their future

"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 2024

Each year, The Key hosts an empowering night to honour young people and their remarkable accomplishments. This event is planned and delivered by young people for young people and is an opportunity to celebrate their contributions, abilities, and brilliance whilst helping them to realise their amazing potential too.

Over 200 young people, youth workers, schools, funders and supporters join us in giving young people the recognition they deserve at The Key Awards, creating a fantastic opportunity for sponsors to raise their profile, be inspired and, most importantly, **be part of an inspirational night celebrating young North East individuals.**

SPONSORSHIP OPPORTUNITIES

Sponsorship at our phenomenal awards night is a great opportunity and there's a number of 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.

Media Sponsor

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

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.



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 the event programme printed and distributed on the night
- Opportunity to place your branding placement throughout event
- Company name check throughout 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





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

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MEDIA SPONSOR COST: £1,250





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: Community Champions, Inspirational Achievement, Unique Project, Pitch Innovators, KEY+ Completers, Key Partner of the Year, Volunteer of the Year, Exceptional KEY+ Facilitator and Social Action Superstars and a young person favourite, Best Group Name.

As sponsor of an award category, your package 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



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So what are you waiting for?

Invest in young people today by sponsoring The Key Awards 2024 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.

