

# LEEDS SPORTS AWARDS

# 2025



## PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

The Leeds Sports Awards will be taking place for the first time at Carriageworks Theatre Leeds on Thursday 15th May.

These prestigious awards celebrate the sporting achievements of all involved in sport across the city from Olympians and Paralympians to the community heroes who do so much to keep their communities active.

2024 was another spectacular year in the Leeds Sporting calendar highlighted by the performances of our athletes in the Paris Olympics and Paralympics. The city hosted the second Rob Burrow Leeds Marathon and also Super League Magic Weekend for the very first time, as well as being the host city for the UK Corporate Games.



## GET INVOLVED

The Leeds Sports Awards provides local business with the opportunity to associate themselves with sport in the city, in the build up to, and on the evening itself.

It's a very inspiring awards evening, and enjoyable for clients and work colleagues.

**A range of sponsorship packages are available:**

## EVENT PARTNER 5K

Join Leeds City Council and Sport Leeds as an event partner.

As an event partner you will be featured prominently on all event communication including website, social media and media relations.

A solus partnership announcement social post will be sent to communicate the partnership.

A partner photograph will be taken with representatives from Leeds City Council, Sport Leeds, and if available, athletes from the city.

**SPORT LEEDS**  
Inspiring An Active City



On the event night, the event partner branding will feature prominently on all materials, including screen branding.

The "Event Partner" will receive 10 places to the ceremony and the pre-event drinks reception.

# ATHLETES OF THE CITY CATEGORY SPONSOR 4K

## BENEFITS

You will become an Official Category Sponsor at the 2025 Leeds Sports Awards and receive a bespoke identity to help you promote your involvement.

Become a Category Sponsor, and you will become the sponsor of the awards within your chosen category.

You will be featured on all event communication including website, social media and media relations, with a link to and from the Sport Leeds website.

As a category sponsor you will be featured on all event branding with bespoke branding on all communication relating to the sponsored awards in the build up to, and on the awards evening.

SPONSORED BY



You will have the opportunity to address the audience on the evening in conjunction with our event presenters.

A representative from the sponsor will present the awards in this category, and you will receive presentation photographs from the evening.

As a Category Sponsor, you will receive 5 tickets for the ceremony and pre-event drinks reception.

### There are 4 awards in the Athletes of the City category

- Young Disability Sportsperson (under 18) **Sponsored by Technogym**
- Disability Sportsperson **Sponsored by Technogym**
- Young Sportsperson (under 18) **Sponsored by Technogym**
- Sportsperson **Sponsored by Technogym**

# INDIVIDUAL AWARDS SPONSORSHIP 1.5K PER AWARD

## BEACONS OF THE CITY CATEGORY

### There are 5 awards in this category

- School Achievement **Sponsored by YPO**
- Sports Volunteer
- Community Coach **Sponsored by Evans Homes**
- Community Club **Sponsored by Evans Homes**
- Student Sport Champion(s) **Sponsored by Leeds Trinity University**

## CHAMPIONS OF THE CITY CATEGORY

### There are 4 awards in this category

- Inspirational Community Champion(s) **Sponsored by University of Leeds**
- Sustainability Champion(s) **Sponsored by Zoggs**
- Performance Coach
- Performance Team/Club

## AWARDS SPONSOR BENEFITS

As an award sponsor you will be featured on all awards communication from launch through to the awards ceremony

An announcement post will be sent announcing your award sponsorship across all Leeds Sports Awards channels.

Website links to and from the Leeds Sports Awards website

You will have exclusive association with your chosen award including nomination finalist announcement and presentation on the evening.

On the evening you will present your chosen award and be featured on all event communication including the event programme.

For the awards evening you will receive 3 tickets including the pre-event drinks reception.

# SPECIAL AWARD

## SPORTING PRIDE OF LEEDS 1.5K

SPONSORED BY **first direct arena**



This award recognises an individual, club or organisation who has/have made an outstanding contribution to sport, raising the profile of sport in the city or having a significant impact on the sporting community in the city.

## BENEFITS

Official Leeds Sports Awards sponsor designation with a sponsorship identity supplied.

As an award sponsor, you will feature on all awards communication from launch through to the awards evening – website, social media and press relations with links to and from the Sport Leeds website.

On the evening, you will be featured on all event materials and a representative will present the Sporting Pride of Leeds Award and you will receive presentation photographs from the evening.

Our sponsor will receive 3 tickets to the awards ceremony and to the pre-drinks reception.

## GET IN CONTACT

If you would like to discuss further, please contact

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