SPONSORSHIP & PARTNERSHIP OPPORTUNITIES 2026

17 October 2026 | National Conference Centre, Birmingham

Where The Stars Meet The Heroes

500+ CURATED GUESTS | PREMIUM BLACK-TIE AWARDS & DINING

HEADLINE SPONSOR - TO BE CONFIRMED

HOSTED BY



TOMMY SANDHU

Returning host for 2026

OFFICIAL CATERING PARTNER

mahirs experience

OFFICIAL CHARITY PARTNER

Love BRUM

CONFIRMED 2026 GUESTS & SPEAKERS



Fatima Whitbread MBE

Olympic medallist | World Champion



Dr Derrick Anderson CBE DL

Lord-Lieutenant | Special Guest



Cllr Sardul Singh Marwa MBE JP

Mayor of Solihull | Civic Guest



Jassi Sidhu

International Punjabi Artist | Special Guest

A selection of confirmed guests - with further dignitaries, public figures, sporting personalities, business leaders and high-profile guests joining us on the night.

A national platform celebrating community impact and leadership

The Local Hero Awards recognise remarkable individuals across Great Britain and connect purpose-led brands with leaders, changemakers and everyday heroes.



LOCAL HERO AWARDS | NATIONAL RECOGNITION | COMMUNITY IMPACT

WHY PARTNER WITH US

Brand value | Audience | Purpose | Content

One partnership connects your organisation with national recognition, meaningful relationships and measurable community impact.

01 BRAND VALUE

Align with a trusted national awards platform.

02 PURPOSE & ESG

Show commitment to communities and charitable outcomes.

03 AUDIENCE & NETWORKING

Connect with leaders, public figures and purpose-led organisations.

04 CONTENT VALUE

Gain professional assets, visibility and partnership potential.



500+

CURATED GUESTS

From across Great Britain

Grassroots changemakers | Charity leaders | NHS & frontline | Business owners | High-profile guests | Media & press

OFFICIAL CHARITY PARTNER

Funds raised support small Birmingham charities and grassroots projects through LoveBrum.

PROFESSIONAL, BRAND-SAFE CONTENT

Eligible partners may join scheduled red carpet interviews and receive approved footage. Social sharing depends on package level.

VISIBILITY, CONNECTION AND IMPACT



BRAND PRESENCE



FUNDRAISING



ICONIC PRIZES

EVENT EXPERIENCE

VIP Reception | Red Carpet | Awards & Dining | Live Entertainment | Networking

SPONSORSHIP OPPORTUNITIES

Six flexible levels of brand visibility and guest engagement

Choose the level that matches your objective - from owning the entire event to focused brand visibility and guest engagement.

HEADLINE SPONSOR EXCLUSIVE	**£15,000**
GOLD SPONSOR MAXIMUM 2	**£7,500**
SILVER SPONSOR MAXIMUM 5	**£4,000**
CATEGORY PARTNER MAXIMUM 10	**£2,000**
COMMUNITY IMPACT PARTNER	**£1,000**
SUPPORTING PARTNER	**£500**

PARTNERSHIP IN ACTION

A national stage, professional content and premium hospitality.



NATIONAL STAGE



MEDIA CONTENT



VIP HOSPITALITY

LEAD SPONSORSHIPS

Headline Sponsor £15,000 | Gold Sponsor £7,500

Headline Sponsor — £15,000

EXCLUSIVE - OWN THE EVENT

- Exclusive naming rights: Local Hero Awards presented by [Sponsor Name]
- Dedicated headline speaking opportunity within the event programme
- First choice of an available award category to present on stage
- Premium VIP table of 10 with drinks package
- VIP welcome reception and curated networking
- Red carpet interview, footage copy and guaranteed sharing across Local Hero Awards social channels
- Lead logo placement across the website, media walls, programme and event screens
- Brand-integrated video content within the ceremony
- Full-page advertisement in the official programme
- Option to supply approved items for guest gift bags, plus priority pre- and post-event digital recognition

Gold Sponsor — £7,500

MAXIMUM 2 - LEAD THE ROOM

- Short speaking contribution during the ceremony, agreed in advance
- Present an agreed award category on stage
- Premium VIP table of 10 with drinks package
- VIP welcome reception and curated networking
- Red carpet interview, footage copy and guaranteed sharing across Local Hero Awards social channels
- Prominent logo across event screens, materials, website, media walls and programme
- Host acknowledgement during the ceremony
- Half-page advertisement in the official programme
- Option to supply approved items for guest gift bags
- Inclusion in pre-event promotion and post-event digital highlights and social content

SILVER & CATEGORY OPPORTUNITIES

Silver Sponsor £4,000 | Category Partner £2,000

Silver Sponsor

£4,000

MAXIMUM 5 - HOSPITALITY + CONTENT

- Alignment with a named award category
- Present the award on stage
- Reserved VIP table of 10 with drinks package
- On-screen branding throughout the award presentation
- Host acknowledgement at the presentation
- VIP welcome reception and networking
- Red carpet interview opportunity with footage copy
- Logo placement on the event website, media walls and official programme
- Quarter-page advertisement in the official programme
- Option to supply approved items for guest gift bags
- Guaranteed pre- and post-event social media recognition

Category Partner

£2,000

MAXIMUM 10 - FOCUSED STAGE PRESENCE

- Alignment with a named award category
- Present the award on stage
- On-screen branding throughout the category presentation
- Host acknowledgement at the presentation
- Five event seats
- VIP welcome reception access
- Logo recognition on event media walls
- Group acknowledgement across pre- and post-event digital communications

Silver Sponsor interview sharing is subject to editorial schedule and availability.

COMMUNITY PARTNERSHIPS

Accessible brand visibility with meaningful guest engagement

Community Impact Partner — £1,000

VISIBLE SUPPORT FOR COMMUNITY IMPACT

- Logo recognition across event media boards
- Group sponsor recognition across pre- and post-event social content
- Four event seats
- Invitation to the VIP welcome reception

Supporting Partner — £500

ENTRY-LEVEL BRAND PRESENCE

- Logo placement on event media boards
- Group sponsor thank-you across pre- and post-event social content
- Two event seats
- Invitation to the VIP welcome reception

Final entitlements, deliverables and presentation opportunities are confirmed in the sponsor agreement.

PRE-EVENT RECOGNITION | EVENT-NIGHT VISIBILITY | POST-EVENT THANK-YOU

BE PART OF A LEGACY

Celebrate community impact while growing your brand





The Local Hero Awards recognise unsung heroes nationwide while aligning partners with purpose, leadership and positive social impact on a national stage.

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2026 AWARD CATEGORIES

- CHILD OF COURAGE
- FUTURE STAR
- UNIFORMED HERO
- NHS HERO
- CARER OF THE YEAR
- THE GAME CHANGER AWARD
- CHARITY CHAMPION
- COMMUNITY CHAMPIONS AWARD
- SPORTS HERO OF THE YEAR
- YOUNG ENTREPRENEUR OF THE YEAR
- BEST NEW LOCAL BUSINESS
- HOSPITALITY HERO
- COMMUNITY HERO
- THE LOYAL COMPANION AWARD
- THE PEOPLE'S CHOICE AWARD
- THE LIFETIME ACHIEVEMENT AWARD

SPONSORSHIP ENQUIRIES

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