



## Sponsorship opportunities: Community Rail Awards (March 2024)

### About community rail:

Community rail is all about ensuring communities get the most from their railways. Working alongside local, regional and national partners, community rail partnerships and groups around the country aim to play an important role in social inclusion, community wellbeing and economic development, and promote rail as a key part of sustainable, healthy travel.

[Community Rail Network](#) supports 73 [community rail partnerships](#) and 291 smaller community groups, such as [station friends or adoption groups](#), around Britain. These groups work along railway routes to connect communities with the railway, train operator and other partners. They deliver a [range of activities](#) locally, often involving volunteers, which contributes significantly to the needs of their communities and the railways.

### About the Community Rail Awards:

The Community Rail Awards are all about celebrating the passion, commitment, innovation, and best practice in community rail, recognising the volunteers, groups and partnerships doing wonderful work on behalf of their communities and railways. It is the chance for community rail to shine, showcasing the array of work going on across Britain, and showing influencers and decision makers what community rail achieves. See our [2021 Award Winners booklet](#).

Our awards event is considered a highlight of the railway calendar. It is attended by a wide range of guests from community rail officers, chairs and volunteers to senior train operator executives, senior civil servants, government ministers, and third and public-sector partners. The awards are critical to Community Rail Network's ability to understand and promote good practice in community rail. We regularly receive more than 200 entries, which feed into our year-round work supporting and championing community rail. Due to the ongoing pandemic in 2021, the Awards were run as a hybrid event, with over 300 people attending either in person (in Southampton) or tuning in [online](#). Moving forward (2022 onwards) the Awards will revert back to a live only event.

The below sponsorship opportunities give funders the chance to show their support for community rail and commitment to working with and serving communities as part of an inclusive, sustainable, community-minded industry.

**Venue:** The Awards have taken place in many UK locations, so we know selecting the right venue for the event is crucial, with capacity of up to 500 and appropriate facilities. Venue scoping for March 2024 is yet to commence, meaning an early confirmed **headline sponsor** could be involved in that particular decision-making process.

### Partnership working:

Community Rail Network's highly experienced [events team](#), made up of Hazel Lavery (Events and fundraising manager) and Hannah Cottrill (Events and partnerships officer), bring decades of experience in delivering a range of high-profile events. Their commitment to delivering the Awards over recent years despite the challenges and adversity of the pandemic, has showcased not only their expertise and organisational skills, but also their ability to adapt and rise to the new challenges. The team prides itself on working in

partnership with sponsors to keep them regularly informed and engaged throughout the process and help them to make the most of the associated benefits.

### Headline sponsorship packages and benefits

We are looking for a partner/s to work with us to ensure the event is a success and delivers major benefits to your company and the community rail movement as a whole. Headline sponsors receive an outstanding package of benefits, as outlined below.

There are also opportunities for the headline sponsor to run complimentary events either side of the Awards if they so wish. Examples could include, running a complimentary seminar on the day for community rail groups to attend or coordinating a post-awards activity (the next day) to offer further networking and showcasing of community rail, as well as a sociable and enjoyable addition to event. We can discuss past activities and possible options with headline sponsors interested in finding out more.

In such cases, we suggest the headline sponsor forms a steering group to manage the co-ordination and delivery of any accompanying events. We can offer our expertise to advise this steering group as needed, in terms of feasibility, coordination and with involving other local partners, if beneficial.

We have **sole** or **joint headline sponsorship** packages available, with an accompanying range of standard benefits, plus the chance to work collaboratively with our team to help you get the most from the opportunity:

- Four free sponsor places at the Awards (if co-sponsors, this would be two places each).
- A discounted table of 10 at awards event (30% off).
- A senior member of your team invited to co-host and present the awards on the night, alongside Community Rail Network's Chief Executive.
- Sponsorship of an awards category at 50% discount, with all associated branding benefits.
- Prominent branding and link to your website on Community Rail Awards pages on Community Rail Network website.
- Prominent branding as headline sponsor on the front page of the following Awards literature, plus a headline paragraph at the top of the sponsors' pages in the entry and winners' booklets:
  - Entry booklet (online)
  - Dinner programme (hard copy)
  - Winners' booklet (online)
- Prominent branding on Award banners on the night.
- Acknowledgement and thanks as headline sponsor at the Awards presentation ceremony.
- Acknowledgement on all Community Rail Network social media channels as appropriate, including scheduled, dedicated posts.
- Prominent acknowledgement as headline sponsor and a quote in our media releases. This includes local and regional press releases for every winner, plus a national press release to transport, rail and third sector media.
- Support from Community Rail Network in promoting your sponsorship, such as providing information, images and thank you messages for inclusion in your corporate communications.
- As above, headline sponsor/s also are given the opportunity to organise events before and after the Awards, which our team will work with you on and help you to promote and get benefit from.

Joint headline sponsors: Co-sponsors, £6,000 +VAT (per sponsor)

Headline sponsorship and benefits (as listed above) are shared between two sponsors unless otherwise stated. Community Rail Network would facilitate conversations around shared benefits as needed.

Sole headline sponsor, £12,000 +VAT

As sole headline sponsor you receive all the above listed benefits without sharing the exposure. Additional sponsorship benefits include:

- Up to two discounted tables of 10 at the awards event (30% off).
- Sponsorship of the 'Outstanding Contribution to Community Rail' Award.

[Supplementary sponsorship opportunities](#)

<b>AWARD SPONSORSHIP OPPORTUNITY</b>	<b>COST</b>
<b>Platinum sponsor:</b> Covering video production and technical support	£9,500 (+VAT)
<b>Drinks Reception:</b>	£3,500 (+VAT)
<b>Category sponsorship:</b> There are 12 award categories available for sponsorship in 2023: <ul style="list-style-type: none"><li>• Involving Children and Young People</li><li>• Involving Diverse Groups</li><li>• Community Creative Projects and Station Arts</li><li>• Small Projects Award (Cost under £500)</li><li>• Most Effective Communications Campaign</li><li>• Best Community Engagement Project</li><li>• Tourism &amp; Leisure Award</li><li>• Photo competition – <i>Best image capturing the essence of Community Rail</i></li><li>• Influencing Positive Change &amp; Sustainability</li><li>• Most Enhanced Railway Spaces</li><li>• Station friends and adopters, at the heart of communities</li><li>• Outstanding Volunteer Contribution</li></ul>	£2,200 (+VAT)
<b>Trophies and certificates</b>	£2,500 (+VAT)
<b>Photography</b>	£1,500 (+VAT)
<b><i>Bespoke opportunities available upon request</i></b>	

In return for sponsorship of any of the above items, funders will receive the following benefits package:

- Sponsor recognition in the following Awards literature, including a sponsor's logo and paragraph:
  - Entry booklet (online)
  - Event programme (hard copy)
  - Winners' booklet (online)
- Acknowledgement on all Community Rail Network social media channels announcing their support of the Awards. Plus, further acknowledgement in additional social media posts specifically mentioning their sponsorship item.
- Hyperlink to the sponsor's website on the main Awards page on Community Rail Network website
- Sponsor logo on dedicated hanging banners or pop-ups at the presentation evening
- One complimentary place at the presentation evening or a 10% discounted table of 10.

As key supporters of the Awards, and in addition to the above benefits, 'Platinum' and 'Drinks Reception' sponsors will also receive the following enhancements:

- Opportunity to deliver a pre-recorded video message, played during the Awards presentation (NB. this would be recorded in-house by your organisation and feature a senior figurehead introducing an Awards segment)

- Front cover **key supporter** acknowledgement (i.e. logo) on the Entry Booklet; Dinner Programme and Winners' booklet
- Logo (to accompany sponsor acknowledgement) on the CR Awards pages on Community Rail Network website
- Support from Community Rail Network in promoting your sponsorship, such as providing information, images and thank you messages for inclusion in your corporate communications (as requested).
- Sponsor tags on all Tweets issued via our official '@communityrail' Twitter account on the day of the Awards
- Acknowledgement as a **key supporter**, including higher logo billing, on dedicated banners at the event
- **Complimentary and discounted places:** For the drinks reception sponsor: Two complimentary places at the presentation evening or a 25% discounted table of 10. For the Platinum sponsor: Four complimentary places at the awards and presentation evening or a 30% discounted table of 10.

**To discuss becoming headline sponsor please call Sarah Fatica (07983 919702 / [sarahf@communityrail.org.uk](mailto:sarahf@communityrail.org.uk)) or Hazel Lavery (07786 190774 / [hazel@Communityrail.org.uk](mailto:hazel@Communityrail.org.uk)).**