



Sponsorship opportunities: Community Rail Awards 2025

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 74 [community rail partnerships](#) and over 320 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 contribute 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. They give community rail the chance to shine, showcasing the array of work happening across Britain, and showing influencers and decision makers what community rail achieves. See our [2022 Award Winners booklet](#).

Hosted in March, our awards event, is a highlight of the railway calendar. The evening is attended by a wide range of guests including senior train operator executives, senior civil servants, government ministers, and third and public-sector partners, alongside community rail officers, chairs and volunteers. We regularly receive more than 200 entries, which feed into our year-round work supporting and championing community rail.

Our exclusive 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. The venue for 2025 is yet to be decided, meaning an early confirmed **headline sponsor** could be involved in that selection process.

Partnership working:

Community Rail Network's events team, led by Hazel Lavery (Events and fundraising manager), with Hannah Cottrill (Events and partnerships officer), bring decades of experience in delivering a range of high-profile events. Their commitment to delivering the Awards, especially over recent years despite serious impact from global and national events, has showcased not only their expertise and organisational skills, but also their ability to adapt and rise to 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 partners 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 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 the event. We can discuss past activities and possible options with headline sponsors interested in finding out more.

In such cases, we would expect the headline sponsor to take the lead in managing the co-ordination and delivery of any accompanying events. We can offer our expertise to advise as needed, in terms of feasibility, coordination and involving other local partners.

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 complimentary guest places at the Awards (or two places each if co-sponsors).
- A discounted table for 10 at the Awards (30% discount) in a priority position.
- 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 our dedicated Awards pages on the Community RailNetwork 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 dedicated Award presentation slides, plus the opportunity to display your own promotional banners on the night (with prior agreement).
- 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 on with you and help you to promote to ensure maximum benefit for your brand.

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

| AWARD SPONSORSHIP OPPORTUNITY | COST |
|---|----------------------------|
| Platinum sponsor: Covering video production and technical support | £9,500 (+VAT) |
| Drinks Reception: | £3,500 (+VAT) |
| Category sponsorship: There are 12 award categories available in 2025: <ul style="list-style-type: none">• Involving Children and Young People• Empowering Diverse Groups• Community Creative Projects and Station Arts• Small Projects Award (Cost under £500)• Most Effective Communications Campaign• Best Community Engagement Project• Tourism & Leisure Award• Photo competition – <i>Best image capturing the essence of Community Rail</i>• Influencing Positive Change & Sustainability• Most Enhanced Railway Spaces• It's Your Station• Outstanding Volunteer Contribution | £2,200 (+VAT) per category |
| Trophies and certificates | £2,500 (+VAT) |
| Photography | £1,500 (+VAT) |
| <i>Bespoke opportunities available upon request</i> | |

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 dedicated Awards page on Community Rail Network website.
- Sponsor logos on appropriate Award presentation slides at the presentation evening.
- One complimentary guest place at the presentation evening or a 10% discounted table of 10.
- For the drinks reception sponsor:
 - Two complimentary places at the presentation evening or a 20% discounted table of 10.
 - Prominent **logo spot** on the Entry Booklet; Dinner Programme and Winners' booklet

As key supporters of the Awards, and in addition to the above benefits, 'Platinum' 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 **logo spot** on the Entry Booklet, Dinner Programme, and Winners' booklet
- Logo (to accompany sponsor acknowledgement) on the 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 relevant promotion materials
- **Complimentary and discounted places:** Four complimentary places at the awards and presentation evening or a 30% discounted table of 10.

To discuss becoming headline sponsor please contact:

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