



AWARDS 2026

SPONSORSHIP GUIDE





## 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 Britain 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 75 community rail partnerships covering more than a third (34%) of Britain's railways. Half of Britain's stations (nearly 1,300) are adopted by volunteer groups who deliver community rail activities, working 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.







## Celebrating the value of Community Rail

For every £1 spent through the work of our network, there is a social return value of £17.89 (**The Value of Community Rail**). This isn't possible without our army of 8,250 volunteers and 100+ officers, our members, who make up the community rail network and engage local people at grassroots level to promote social inclusion, sustainable and healthy travel, wellbeing, economic development and tourism. This work is supported by key partnerships with train operators, local authorities and businesses whose knowledge and expertise support the transformational work that our members do across the railway community.

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.

## Community Rail awards

The awards have grown and evolved significantly since 2005, with more than 400 people regularly attending the event, which truly gives community rail the chance to shine! We showcase and celebrate the array of work happening across Britain, demonstrating to influencers and decision makers, the significant achievements throughout community rail, which help communities to thrive, through engaging more with their local railway. See our **2024 Award Winners Hall of Fame** for details of the winners and runners-up, great projects

### 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. Our venue for 2026 has not yet been decided but an early confirmed headline partnership could be involved in that selection process.

To discuss your requirements please contact a member of our dedicated awards team:

Hazel Lavery **07939 958752** [hazel@communityrail.org.uk](mailto:hazel@communityrail.org.uk)  
 Tiff Allen **07940 914614** [t.allen@communityrail.org.uk](mailto:t.allen@communityrail.org.uk)  
 Website: [communityrail.org.uk/events-and-campaigns/community-rail-awards/](https://communityrail.org.uk/events-and-campaigns/community-rail-awards/)





## Community Rail awards 2026 Sponsorship opportunities

Becoming a Community Rail award sponsor allows you to demonstrate your commitment to being an inclusive, sustainable and a community-minded industry, by supporting the transformational work of the community rail network. It also demonstrates your industry leadership and active commitment in front of key existing and potential new customers.

### Reasons to become a sponsor:

- 1 Enhance brand visibility:** Gain prominent exposure through our event webpage, marketing campaigns and dedicated social media promotion as well as branding on his-visibility materials - elevating your brand's profile within the community rail sector and industry leaders.
- 2 Align with community values:** Showcase your commitment to social inclusion and sustainable travel by supporting initiatives that positively impact local communities across Britain. Get to know the people who make waves within their local railway community and celebrate their success seen by our recently report of **the value of community rail**.
- 3 Network with key stakeholders:** Not only will you have the opportunity to link with our members across the community rail network but you can also connect with influential figures in the railway industry, including senior train operators and government officials, fostering valuable relationships for future collaborations.
- 4 Receive comprehensive recognition:** Enjoy extensive acknowledgment across multiple platforms, including national and local press releases and event literature, ensuring your support is recognised throughout the community rail network and its partners.

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## Sponsorship packages

AWARD SPONSORSHIP OPPORTUNITY	COST
Headline Sponsor	£15,000 (+VAT)
Platinum sponsorship	£10,000 (+VAT)
Gold sponsorship	£6,000 (+VAT)
Silver sponsorship	£4,000 (+VAT)
Sparkling drinks reception	£5,000 (+VAT)
Photography & video	£5,000 (+VAT)
Programme & winners booklet	£5,000 (+VAT)
Certificates & trophies	£3,000 (+VAT)
<b>Individual category sponsorship:</b> There are 13 award categories available in 2026: <ul style="list-style-type: none"> <li>Involving Children and Young People</li> <li>Empowering 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 – Best image capturing the essence of Community Rail</li> <li>Influencing Positive Change &amp; Sustainability</li> <li>Most Enhanced Railway Spaces</li> <li>It's Your Station</li> <li>Outstanding Volunteer Contribution</li> <li>CR Network Award for Outstanding Contribution to Community Rail (x2)</li> </ul>	<p>£3,000 (+VAT) per category</p> <p>£5,000 (+VAT)</p>
<i>Bespoke opportunities available upon request</i>	

## Sponsorship benefits

In return for sponsorship of any of these opportunities, 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.

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## Sponsorship enhancements

In addition to the sponsorship benefits outlined previously, the following enhancements will also be included to specific opportunities:

<p><b>Platinum sponsor enhancements</b></p>	<ul style="list-style-type: none"> <li>• 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)</li> <li>• Front cover <b>logo spot</b> on the entry booklet, dinner programme, and winners' booklet</li> <li>• Logo (to accompany sponsor acknowledgement) on the awards pages on Community Rail Network website</li> <li>• 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).</li> <li>• Sponsor tags on all Tweets issued via our official '@communityrail' Twitter account on the day of the awards</li> <li>• Acknowledgement as a <b>key supporter</b>, including higher logo billing, on relevant promotion materials</li> <li>• <b>Complimentary and discounted places:</b> Four complimentary places at the awards and presentation evening or a 30% discounted table of 10.</li> </ul>
<p><b>Gold sponsor enhancements</b></p>	<ul style="list-style-type: none"> <li>• Prominent <b>logo spot</b> on the entry booklet; dinner programme and winners' enclosure (website)</li> <li>• Logo (to accompany sponsor acknowledgement) on the Awards pages on Community Rail Network website</li> <li>• 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).</li> <li>• Acknowledgement as a <b>key supporter</b>, including higher logo billing, on relevant promotion materials and on the production slides on the night.</li> <li>• <b>Complimentary and discounted places:</b> Three complimentary places at the presentation evening or a 25% discounted table of 10.</li> <li>• <b>Video opportunity for a senior staff member</b> – the chance to provide a video message of support for community rail, which will be shown on the night as part of the overall production</li> </ul>
<p><b>Silver sponsor enhancements</b></p>	<ul style="list-style-type: none"> <li>• Prominent <b>logo spot</b> on the entry booklet; dinner programme and winners' enclosure (website)</li> <li>• Logo (to accompany sponsor acknowledgement) on the awards pages on Community Rail Network website</li> <li>• Complimentary and discounted places: Two complimentary places at the presentation evening or a 20% discounted table of 10.</li> </ul>
<p><b>Specific category enhancements</b></p>	<ul style="list-style-type: none"> <li>• Prominent logo spot on the entry booklet; dinner programme and winners' enclosure (website)</li> <li>• Logo (to accompany sponsor acknowledgement) on the awards pages on Community Rail Network website</li> <li>• <b>Complimentary and discounted places:</b> Two complimentary places at the presentation evening or a 20% discounted table of 10.</li> <li>• <b>Sparkling drinks reception sponsor</b> - Drinks reception area dressing with own branded goods - specification to be confirmed once venue confirmed.</li> <li>• <b>Photography &amp; video sponsor</b> - Logo to be integrated within photography and video used within the evening as acknowledged sponsor.</li> <li>• <b>Programme &amp; winners booklet sponsor</b> - Logo to be integrated within programme and winners booklets to acknowledge sponsorship.</li> </ul>

## Headline sponsorship package

The Community Rail Awards Headline Sponsor will receive the most prestigious promotional elements of the event, receiving an outstanding package of benefits, as outlined below.

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:

### Before the event

- Prominent position of your brand within our extensive publicity campaign, including branding across CRN's dedicated social media channels
- Premier positioning of your corporate identity on all pre-event literature, including joining instructions
- Prominent branding and link to your website on our dedicated Awards pages on the Community Rail Network website
- Prominent branding as headline sponsor on the front page of the awards entry booklet (online)
- Support from Community Rail Network in promoting your sponsorship, such as providing information, images and thank you messages for inclusion in your corporate communications.
- Acknowledgement on all Community Rail Network social media channels as appropriate, including scheduled, dedicated posts.
- Acknowledgement and thanks as headline sponsor at the Awards presentation ceremony.

### At the event

- 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 the Community Rail Network's Chief Executive.
- Sponsorship of an awards category at 50% discount, with all associated branding benefits.
- Prominent branding as headline sponsor on the front page of the Dinner programme (hard copy)
- Prominent branding on dedicated Award presentation slides, plus the opportunity to display your own promotional banners on the night (with prior agreement).

### After the event

- Prominent branding as headline sponsor on the front page plus a headline paragraph at the top of the sponsors' pages in the winners' booklet (online) which will be shared extensively via all our media outlets.
- 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.

### Added value opportunity:

- A unique opportunity for the headline sponsor to run complimentary events/activities either side of the Awards (contact Awards lead for more info).

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