



# AWARDS 2027

## SPONSORSHIP GUIDE

## About Community Rail:

Community rail helps communities derive value from their local railways and stations. It delivers far-reaching and life-changing benefits around increasing access to opportunity, building social inclusion and connectedness, promoting sustainable travel and tourism, enhancing health and wellbeing, and stimulating local economic development.

Community Rail Network supports and empowers 75 community rail partnerships, a diverse mix of locally based community organisations, which now span more than a third (35%) of Britain's rail network, and nearly 1,300 station volunteer groups, now covering half of Britain's 2,500-plus stations



Find out more, visit [communityrail.org.uk](https://communityrail.org.uk)





## Celebrating the value of Community Rail

For every £1 invested, community rail produces a social return on investment of £17.89 (**'The Value of Community Rail'**). This isn't possible without the 8,250 volunteers and 100+ officers who make up the community rail network and engage local people at grassroots level to connect communities with railways and stations. 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 Britain. Find out what's been going on across community rail over the past year in our latest **impact report**.

## Community Rail awards

The Awards have grown and evolved significantly since 2005, with more than 400 people regularly attending the annual event. We showcase and celebrate the array of work happening across Britain, demonstrating to influencers and decision-makers the significant impact community rail delivers in helping communities to thrive. Visit our **2025 Award winners 'hall of fame'**

for details of our latest winners and runners-up, and the great projects and inspiring people that have been recognised.

Hosted in March, our Awards event is a highlight of the railway calendar. The evening is attended by a wide range of guests including 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.

### Venue:

The Awards has taken place in many locations across England, Scotland and Wales, so we know selecting the right venue for the event is crucial, with capacity of up to 500 and appropriate facilities. Our venue for 2027 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)  
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## Community Rail awards 2027 Sponsorship opportunities

Becoming a Community Rail Awards sponsor allows you to demonstrate your commitment to being an inclusive, sustainable and community-minded organisation, by supporting the transformational work of the community rail network. It also demonstrates your strong leadership within your own industry, as well as active commitment to vital causes 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, elevating your brand's profile within community rail as well as across the transport and third sectors.
- 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 community and celebrate their success (as seen in our [value of community rail report](#) and our [latest impact report](#)).
- 3 **Network with key stakeholders:** Not only will you have the opportunity to forge relationships with our community rail members, but you can also connect with influential figures from the rail sector, including senior train operators and government officials, fostering valuable relationships for future collaborations.
- 4 **Receive comprehensive recognition:** Enjoy extensive acknowledgment across multiple platforms, including our enhanced Awards webpages, social media channels and event literature, ensuring your support is recognised throughout the community rail network and its partners.

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## Sponsorship benefits

**In return for sponsorship of any of these opportunities, funders will receive the following benefits package:**

- Sponsor recognition across all our Awards collateral, including a sponsor's logo and supporting message on our Awards webpages, as well as in the winners' booklet and any other printed material such as category winners' certificates.
- 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 of the Community Rail Network website, which attracts over 6,000 visits during the Awards campaign period.
- 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:

Platinum sponsor enhancements	<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>Opportunity to have a video in the main production to promote your other local community (rail) work.</li> <li>Front cover <b>logo spot</b> across all our Awards collateral.</li> <li>Opportunity to include a quote in our Awards national press release.</li> <li>Logo (to accompany sponsor acknowledgement) on the Awards pages on the 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 posts issued via our official social media channels including LinkedIn, Instagram, Facebook, Bluesky and X during the lead up and 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>
Gold sponsor enhancements	<ul style="list-style-type: none"> <li>Prominent <b>logo spot</b> across all our Awards collateral.</li> <li>Logo (to accompany sponsor acknowledgement) on the Awards pages on the 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>Promotion of sponsorship posted on our social media channels including LinkedIn, Instagram, Facebook, Bluesky and X during the lead up and on the day of the Awards.</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>
Silver sponsor enhancements	<ul style="list-style-type: none"> <li>Prominent logo spot across all our Awards collateral.</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> <li>Promotion of sponsorship posted on our social media channels including LinkedIn, Instagram, Facebook, Bluesky and X during the lead up and on the day of the Awards.</li> </ul>
Specific category enhancements	<ul style="list-style-type: none"> <li>Prominent <b>logo spot</b> across all our Awards collateral.</li> <li>Logo (to accompany sponsor acknowledgement) on the Awards pages on Community Rail Network website.</li> <li>Promotion of sponsorship posted on our social media channels including LinkedIn, Instagram, Facebook, Bluesky and X during the lead up and on the day of the Awards.</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 booklet collateral to acknowledge sponsorship.</li> </ul>

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## Headline sponsorship package

The Community Rail Awards Headline Sponsor will receive the most prestigious promotional elements of the event in 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 Community Rail Network'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.
- 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.
- Sponsorship of an Awards category at 50% discount, with all associated branding benefits.
- Prominent branding as headline sponsor on the front page of our Awards collateral.
- 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\*, which will be shared extensively via all our media outlets.
- Prominent acknowledgement as headline sponsor and a quote in our national media release.

### Optional extras:

- Opportunity for the headline sponsor to run complimentary events either side of the Awards (contact your Community Rail Awards lead for more info).

#### Sole headline sponsor: £20,000 +VAT

Also include up to two discounted tables of 10 at the Awards event (30% off).

#### Joint headline sponsors: co-sponsors, £10,000 +VAT (per sponsor)

Headline sponsorship and benefits are shared between two sponsors unless otherwise stated.

\* **NB:** We anticipate offering sponsorship benefits similar to those provided in 2026; however, specific inclusions may be adjusted as event planning progresses. Regardless of any changes, we remain committed to ensuring your sponsorship delivers an equal, if not enhanced level of visibility and impact.

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