



Community Celebration Awards



**Community
Celebration
Awards**



An Active Healthy City for Everyone

Our Mission

▶▶ Improving lives through sport and physical activity

Our Vision

▶▶ An active, healthy city for everyone

Our Values

▶▶ To be Collaborative, Inclusive and Adaptable



'SPORT BIRMINGHAM IS HERE TO MAKE A POSITIVE DIFFERENCE TO PEOPLE'S LIVES THROUGH SPORT AND PHYSICAL ACTIVITY... AS A SPORT ENGLAND SYSTEM PARTNER WE ARE COMMITTED TO LEVER FURTHER INVESTMENT INTO THE REGION, WORKING WITH NATIONAL PARTNERS WHO HAVE A FOCUS ON BIRMINGHAM, COLLABORATING TO SUPPORT MORE CLUBS AND GROUPS WHO ARE COMMITTED TO INCLUSIVITY AND ACCESSIBILITY IN THEIR OFFERING'

Mike Chamberlain, CEO Sport Birmingham





The Sport Birmingham Community Celebration Awards

Our awards are the biggest celebration of grassroots physical activity and sport in the city.

These awards shine the spotlight on the unsung heroes of Birmingham's community sport and physical activity sector. We seek to recognise their outstanding work in helping our city to be more physically active.

The awards recognise the wide spectrum of people working and volunteering within the sport and activity sector. Celebrating clubs, organisations and individuals making an impact on people of all ages and circumstances. We recognise in particular those working inclusively with people in areas of greatest need, reaching out to disadvantaged communities.

Click [here](#) to find out more about partnering with us!





Our Host Venue Edgbaston Stadium

We are proud to be hosting our event at this internationally renowned sports venue, featuring world class facilities. Home of Warwickshire County Cricket Club, we are delighted to welcome our sponsors to this prestigious sporting location.

Edgbaston Stadium,
Edgbaston Road,
Edgbaston,
Birmingham,
B5 7QU



Our Venue...



Our Sponsorship Opportunities...

We have opportunities to sponsor our awards categories and our awards hospitality. Check out just some of the fantastic benefits of partnering with Sport Birmingham:



Increased community profile, making a real and lasting difference in the local community.



Unique access to Sport Birmingham's engaged audience, and our extensive contacts in the sport and physical activity sector.



Greater brand recognition and presence within the local community. High profile visibility at key local and national sporting and physical activity events.



Connectivity with national sporting governing bodies, schools, further education, local key delivery partners, board members and other business leaders.



Positive brand association. Capitalise on Sport Birmingham's existing profile and trusted reputation.



Differentiation from competitors, set your business marketing apart from the crowd.



Unique opportunities to win new business through greater connectivity with local sport and physical activity sector.

Be an Award Sponsor (Investment £1000)

The awards are split into organisational and individual categories.



Organisation Awards:

Community Impact Award
Innovation and Creativity Award
Sport for Good Initiative Award
Partnership Award
Education Award



Individual Awards:

Outstanding Volunteer Award
Leadership Award
Young Achiever Award
Inspirational Story Award
Inclusion Award

The Benefits:

- Recognition as a sponsor for a specific award category
- Visibility and branding throughout our 3-month communications campaign, which includes driving nominations, highlighting the shortlist, and celebrating winners
- Brand exposure across our digital platforms, including the event website, social media channels, and newsletters
- Inclusion in event materials such as the digital programme, in-venue branding, and mentions during presentations and on TV screens
- Opportunity to have a table at the event, where you can display a promotional banner
- Media coverage of the award category you sponsor, including potential features in print, online, and broadcast outlets
- Opportunity to present the award for your sponsored category, along with providing a short video to be played as the award is announced
- Option to offer prizes or special offers to winners and finalists in your sponsored award category

Hospitality Sponsor Opportunities

Be a Hospitality Sponsor (Investment £1500)

Reinforce your commitment and leadership in driving social impact through sport and physical activity, by joining us as our Welcome Drinks Reception partner. Helping shine the light on the unsung heroes helping communities in Birmingham to enjoy the benefits of an active life.



Interested in sponsoring us?
Dan our Senior Partnerships Manager for Business Development would love to hear from you!
dan.smith@sportbirmingham.org



For more information about Sport Birmingham check out our website
sportbirmingham.org



Click [here](#) to sign up to the Sport Birmingham Newsletter

The Benefits:

- Positioning as the official partner for the Welcome Drinks Reception (exclusive usage of 1882 Suite) at the awards.
- Branding and recognition during our 3 month comms campaign driving nominations, shining the spotlight on the shortlist and celebrating winners
- Brand exposure across our digital platforms, including the event website, social media channels, and newsletters
- Event branding during the presentation and recognition from the host
- Opportunity to provide prizes or special offers to winners and finalists, and branded gifts to event attendees upon arrival
- 'Storytelling' content to share on your own marketing channels
- Post-awards opportunity to meet with key leads on some exciting initiatives you may want to support across Birmingham to help get people more active

If your business or organisation shares our passion for making a difference and believes in the positive influence of sport and physical activity, let's start a conversation! Get in touch with our Senior Partnerships Manager for Business Development

✉ dan.smith@sportbirmingham.org

