



The Key Awards 2026

Award Supporter Opportunities



WHO WE ARE

The Key's vision is for a North East where all young people can unlock unlimited futures.

We create inclusive opportunities for young people, particularly those growing up in poverty and facing barriers, to build confidence, discover their potential, and shape the world around them. Too many young people in the North East still face barriers that can hold them back - and that's why we exist, to help change the story.

With our support, young people develop pride in themselves, form supportive friendships, and begin to believe in what they can achieve, even when life feels difficult.

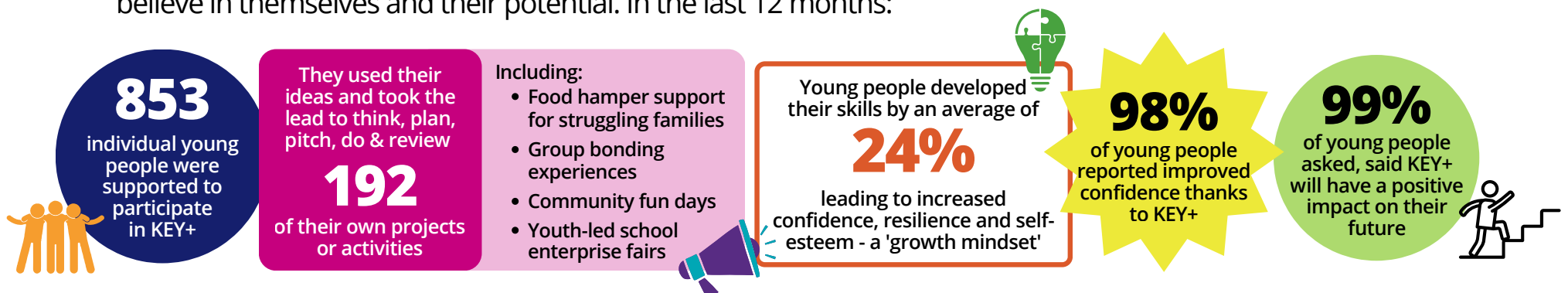
Through our flagship KEY+ Challenge, young people design, plan and deliver their own real-world projects. This hands-on, youth-led experience gives them the chance to try new things, make decisions, build skills, and step outside their comfort zones in a supportive environment.

For many young people, this is the first time they have truly felt listened to, capable, and excited about their future.

By supporting The Key and our Young People's Awards, you are helping more young people facing additional barriers discover what they are capable of and pursue futures that may have felt out of reach.

OUR IMPACT

By taking on the KEY+ Challenge young people discover what they're truly capable of and are inspired to believe in themselves and their potential. In the last 12 months:



"It has helped me feel more independent and have more trust in myself."

Leo, KEY+ Completer

"It has helped me grow my confidence by learning that making mistakes is okay and that communication is key."

Andrew KEY+ Completer

"Taking part helped me come out of my shell. I used to be really quiet in group settings... now I feel more confident and like my voice matters."

Zara, KEY+ Completer

[Check out young people's inspirational KEY+ stories here](#)



THE KEY AWARDS 2026

Each year, The Key hosts an unforgettable evening dedicated to honouring young people and their remarkable achievements through the KEY+ Challenge. Planned and delivered by young people, for young people, The Key Awards shines a spotlight on their ideas, contributions, and potential - helping them see just how extraordinary they truly are.

This year, over 230 young people, youth workers, schools, and supporters will come together to celebrate the incredible efforts of young individuals across the North East. As a supporter, you'll have a unique opportunity to raise your brand's profile, connect with inspiring young leaders, and be part of a movement that champions the next generation.

Young people have limitless potential. By supporting The Key Awards, your brand can support them to realise their potential, their capabilities, and their future. Join us in making a difference - because when we invest in young people, we invest in a brighter tomorrow.

Partner with us and stand up for young people in the North East today.

SUPPORTER OPPORTUNITIES

Support our phenomenal awards night is a great opportunity and there's a number of affordable packages available to you.

Headline Supporter - £2,750

Our main event support opportunity is a great way to show young people from across the region that you show up for them and believe in their potential too.

Award Supporter - £250

With 9 amazing awards up for grabs on the night, there's a category likely to inspire you to find one that makes you want to support it.

Media Supporter - £850

An opportunity to support our media coverage including an on the night videographer or to pro-bono donate your videography skills.



AVAILABLE SUPPORTER PACKAGES:

HEADLINE SUPPORTER

As our headline supporter, you'll be showcased in our event communications leading up to the night, during the event, and even after the celebration. Our headline supporter is a phenomenal way to invest in young people and their ideas and showcase your business.

Your donation package includes:

- Complimentary table for 5 guests
- Special mention on the night, and on our website and social media sites
- Feature in our event programme printed and distributed on the night
- Opportunity to place your branding throughout the event

There may well be other ways you feel we could best show our appreciation for being the headline supporter, so please share any ideas with us.

HEADLINE SUPPORTER DONATION: £2,750





AVAILABLE SUPPORTER PACKAGES:

MEDIA SUPPORTER

With 9 amazing awards up for grabs on the night, we're sure there's a category for you. This year's categories include: Social Action Superstars, Inspirational Achievement, Unique KEY+ Project, Pitch Innovators, KEY+ Completers, Key Partner of the Year, Volunteer of the Year, Exceptional KEY+ Facilitator, and a young person favourite - Best Group Name.

As an award supporter, your donation includes:

- Complimentary invites for 2 guests
- Shout out on the night
- Chance to meet your award category winners

There may well be other ways you feel we could best show our appreciation for being the category supporter, so please share any ideas with us.

AWARD SUPPORTER DONATION: £250



AVAILABLE SUPPORTER PACKAGES:



MEDIA SUPPORTER

Our media supporter can look two different ways depending on your business:

- You can **donate the cost of The Key Awards media coverage** which would enable us to enlist the support of a videography company to capture the magic of the event and share it even wider.
- Alternatively, we also invite businesses operating in the media space to **be our media provider by donating their services in-kind**. Help us capture amazing footage and quotes and comments from those in attendance and picking up awards.

Your supporter package includes:

- Complimentary invites for 4 guests
- Shoutout on the night
- Feature in our the event programme printed and distributed on the night

There may well be other ways you feel we could best show our appreciation for being the media supporter, so please share any ideas with us.

MEDIA SUPPORTER DONATION: £850



The Key Awards 2026

Event Support Opportunities

So what are you waiting for?

Invest in young people today by supporting The Key Awards 2026 and recognising the amazing contribution and potential that the region's young people behold.

Email Abbie to find out more and support us here:
abbie.foster@thekeyuk.org

We're looking forward to exploring collaboration!

Read some KEY+ impact stories here or see last year's winning groups here.

