

www.xiiic.com



Alternative Awards 2027

@thealternativeawardsofficial

INTRODUCTION

The Alternative Awards is a celebration of the people, brands, and ideas redefining excellence by challenging convention. Created to recognize those who dare to think differently, the awards shine a spotlight on innovators, disruptors, creators, and changemakers who are shaping the future across industries and culture. More than an awards ceremony, The Alternative Awards is a platform that champions originality, authenticity, and bold ambition.

Returning in 2027, The Alternative Awards will bring together an influential audience of industry leaders, entrepreneurs, creatives, media, and emerging talent for an unforgettable evening of recognition, entertainment, and meaningful connection. Through compelling storytelling, high-profile guests, and engaging experiences, the event creates an environment where brands can align themselves with innovation, diversity of thought, and the next generation of leaders.

For sponsors, The Alternative Awards presents a unique opportunity to connect with an engaged and aspirational audience in a premium, culturally relevant setting. From brand visibility and exclusive hospitality to bespoke activations and year-round digital exposure, sponsorship extends far beyond the event itself. Partners become part of a movement that celebrates those making a genuine impact while positioning their brand alongside excellence, creativity, and forward-thinking leadership.

As The Alternative Awards continues to grow its reach and influence in 2027, we invite visionary partners to join us in celebrating those who are rewriting the rules and creating the future. Together, we can deliver an inspiring experience that generates lasting value for audiences, nominees, winners, and sponsors alike.

METRICS

2025

Applications Received:

375

Page Views:

1,142.798

Applicant Total Votes:

57,397

Sponsor Post Views:

82,982

Website Views:

5954 total unique visits

Event Sponsor Views Time:

6pm - 11pm

Tickets Sold:

426

Actual Event Attendance:

79%

Google search impressions:

1,922

1st November 2024 to 1st July 2025

2026

Applications Received:

653

Page Views:

2, 728.729

Applicant Total Votes:

62,582

Sponsor Post Views:

97,896

Website Views:

6,428 total unique visits

Event Sponsor Views Time:

6pm - 1am

Tickets Sold:

560 (capacity)

Actual Event Attendance:

87%

Google search impressions:

2,864

1st November 2025 to 1st July 2026

EXPOSURE

WEB

Sponsors logo's and direct click links will be featured on our website, and will remain for the full year from date of agreement (package dependent).

This sustained online presence ensures continuous exposure for all our sponsors, maximising your brand recognition.

By adding brand logos, in unmissable traffic locations (application page, information page and award event/tickets page) we keep you in the forefront of where people go to.

INSTAGRAM

We chose Instagram as our main social media platform, as it has a proven history of being our best audience.

81% quality audience

18.9% follower growth (30 day period)

12.5% engagement rate

89 AQS Score = high percentage of authentic audience, high likes activity, excellent comments activity.

Audience type 77.2% real people, 21.7% mass followers

Estimated reach 590-2.5k post

Reachability and Authenticity - excellent

Conducted by HypeAuditor - 2nd July 2026

SOCIAL

Our social media platforms will highlight your brand as an official sponsor featuring links to your social media and websites.

All our created material for social media posting makes sure to have an eye catching appeal, recognisable sound input and current/trending additions.

This approach ensures maximum brand exposure across both the awards page and others we manage across multiple platforms.

VENUE

Multiple screens throughout the venue, particularly in the main room, prominently display your logo.

A large 10m screen central to the main stage will showcase our sponsors logo's and branding throughout the entire event (sponsorship package dependent).

Sponsor logos are first seen via the red carpet entrance on our red carpet backdrops (package dependent).

Additionally, for our top tier sponsors, logos will be projected onto the walls and foyer LED screens. These sponsor details will be on a continuous loop, ensuring constant visibility of branding, company details and logos throughout.

PACKAGES

PRODUCT

BRONZE

SILVER

GOLD

PLATINUM

HEAD

ADD ON'S

Anyone interested in sponsoring both The Alternative Awards and The Iconic Awards, please contact us to discuss a discount.

If you have any bespoke requirements, feel free to contact us to discuss further.

PRODUCT

* Your logo will be included on both printed and digital advertising flyers.

* All branding will be incorporated into the promotional programme, including a 1/4 page advertisement (which we can design if needed).

* Your product will be included in each of the winners goodie bags. We request approximately 30 of your product for this.

* An A5 size flyer to be placed in the winners bags alongside your products (to be provided by you). You can include any discount codes or offers to maximise your promotion.

* You will receive 2 complimentary tickets.

* Half page advertisement in Twisted Edge Magazine at a date to be decided.

£300

BRONZE

£1500

* Company branding will be featured on the website for duration of the awards, publicised across all social media platforms, with 3 dedicated posts highlighting your company's presence at the event.

* Your logo will be included on both printed and digital advertising flyers.

* All branding will be incorporated into the promotional programme, including a quarter-page advertisement (which we can design if needed).

* Your logo will be displayed on rotation across foyer LED screens throughout the event.

* You will receive an 8-person table with 4 complimentary tickets.

SILVER

* Company branding will be featured on the website for duration of the awards, publicised across all social media platforms, with 5 dedicated posts highlighting your company's presence at the event.

* Your logo will be included on both printed and digital advertising flyers (provided by the sponsor).

* All branding will be incorporated into the promotional programme, including a half-page advertisement (which we can design if needed).

* A flyer will be added to the winner gift bags at the event. (provided by us).

* Your logo will be displayed on rotation across screens throughout the event.

* You will receive an 8-person table with 8 complimentary tickets.

* Half page advertisement in Twisted Edge Magazine at a date to be decided.

£2000

£3000

GOLD

* Company branding will be featured on the website for duration of the awards, publicised across all social media platforms, with bi-weekly dedicated posts highlighting your company's presence at the event.

* Your logo will be included on both printed and digital advertising flyers.

* All branding will be incorporated into the promotional programme, including a full-page advertisement (which we can design if needed).

* A flyer will be added to the winner gift bags at the event (provided by us).

* Your logo in medium size will be featured on the red carpet backdrop.

* Your logo will be displayed on rotation across screens throughout the event.

* Award named after your company.

* You will receive an 8-person VIP table with 8 complimentary tickets.

* A complimentary bottle of Prosecco.

* Half page advertisement in Twisted Edge Magazine.

PLATINUM

- * Company branding will be featured on the website for one year, publicised across all social media platforms, with bi-weekly dedicated posts highlighting your company's presence at the event.
- * Your logo will be included on both printed and digital advertising flyers.
- * All branding will be incorporated into the promotional programme, including a full-page advertisement (which we can design if needed).
- * A flyer will be added to the winner gift bags at the event (provided by us).
- * Your logo in large size will be featured on the red carpet backdrop.
- * Your logo will be displayed on rotation across screens throughout the event.
- * Write up and company details showcased on the main screen.
- * Award named after your company.
- * You will receive 8-person VIP table at the front with 8 complimentary tickets.
- * Complimentary bottle of premium alcoholic beverage and bottle of Prosecco.
- * Your company will receive a four-page feature in Twisted Edge Magazine to be completed at your preferred time which includes a photo shoot by Twisted Edge Endorsed photographers (exclusive to Platinum sponsors)

£4000

£5500

HEAD

- * Company branding will be featured on the website for one year, publicised across all social media platforms, with weekly dedicated posts highlighting your company's presence at the event.
- * Your logo will be included on both printed and digital advertising flyers.
- * All branding will be incorporated into the promotional programme, including a full-page advertisement (which we can design if needed).
- * A flyer will be added to the winner gift bags at the event (provided by us).
- * Your logo in extra-large size will be featured on the red carpet backdrop.
- * Your logo will be displayed on rotation across screens throughout the event.
- * Write up and company details showcased on the main screen.
- * Award named after your company.
- * You will receive 1, 10-person VIP table at the front with complimentary tickets.
- * Complimentary bottles of two premium alcoholic beverages.
- * Your company will receive a four-page feature + front cover in Twisted Edge Magazine to be completed at your preferred time which includes a photo shoot by Twisted Edge Endorsed photographers.
- * Branded table decor set.
- * Logo on 360 videos.
- * Pop up banner stand supplied and printed.
- * Logo on promo model clothing.

ADD ON'S

A5 Flyer printing for goody bags plus extras for winners bags and tables, a little extra something we can do for you.

£50

Award Specific Sponsorship - have your brand as a category sponsor, displayed on screen when the award is being announced/given out. Plus on the website categories and social media.

£250

Branded roller banner stand - have a branded 80cm x 200cm roller banner added to high footfall areas and yours to keep.

£200

Logo on clothing - have your logo on official award model clothing, displayed constantly throughout the venue and promoted with post award footage.

£200

Any of these add on's are also available to add onto the current sponsorship packages with a 20% discount of each of the above.

CONTACT

If you would like to discuss additional options or make any changes to better tailor our packages to meet your needs, please do not hesitate to contact us.

This is also the most efficient way to secure your sponsorship space.

To proceed, simply let us know which package you would like to book, provide your business and contact details, and specify where to send the invoice.

Our contact details are as follows:

www.xiiic.com

info@thirteeneventsofficial.co.uk

support@thirteeneventsofficial.co.uk

XIII

COLLECTIVE