



POWER OF POTENTIAL

A W A R D S

STEVE BROWNE FOUNDATION

POWER OF POTENTIAL

Proud Supporters Pack 2026

29 November 2026 | De Vere Grand Connaught Rooms, London

Your guide to becoming part of something that changes lives.

What Is a Proud Supporter?

Not every partnership looks the same — and that is exactly the point.

A Proud Supporter backs the mission without a formal sponsorship commitment. You bring what you have — we make sure it matters.

	A Sponsor	A Proud Supporter
Contribution	Financial at a set tier	Whatever suits them
Agreement	Formal commercial contract	Warm, relationship-led
Benefits	Structured sponsor package	Recognition, access & gratitude
Minimum	Set investment required	Open — £500+ for corporates
Focus	Brand visibility	Genuine community connection



Who Is This For?

Proud Supporters come from every walk of life.



Celebrities, Athletes & Musicians

You have a platform. Use it to champion the next generation.

- Sports personalities
- Musicians and performers
- TV and media personalities
- Influencers with purpose



Corporate Partners

Connect your business to something genuinely meaningful.

- Local and national businesses
- Law firms & professional services
- Creative and media agencies
- Tech and hospitality companies



Schools, Colleges & Youth Orgs

Bring your community into the room and celebrate what young people achieve.

- Secondary schools and colleges
- Youth clubs and sports clubs
- Faith organisations & councils
- Charities and social enterprises



Ways to Be a Proud Supporter

There is no fixed menu — every supporter's contribution is shaped around what they can offer.



Name an Award Category

Be permanently associated with honouring a young person's achievement.



Appear or Perform

Join as a speaker, performer, presenter or award reader on the night.



Host a Workshop

Offer a masterclass, career conversation or mentoring hour for nominees.



Donate a Prize

Contribute a prize, experience or opportunity for the awards or auction.



Buy Seats for Young People

Sponsor places so nominees and families can attend at no personal cost.



Amplify on Social Media

Use your platform to promote the gala and celebrate nominees.



Provide In-Kind Support

Offer photography, design, print, AV, catering or styling expertise.



Host a Nominee Visit

Open your doors — a tour, training session or day in your world.



Nominate Young People

Submit nominations and bring a group to cheer nominees on.

What You Receive as a Proud Supporter

Being a Proud Supporter is not a one-way street.



Digital Platform Recognition

Name, logo or profile featured on the official gala website throughout the campaign and beyond.



Letter of Thanks from SBF

A signed letter from the Foundation — suitable for framing, sharing and your own records.



Named in the Gala Programme

Featured in the printed & digital programme distributed to all 300 guests on the night.



Post-Event Impact Report

A summary of outcomes, young people honoured, funds raised and stories told.



Social Media Recognition

Dedicated shout-outs across SBF channels before, during and after the event.



Ongoing SBF Relationship

Proud Supporters are invited into the SBF community for future events and opportunities.



Invitation to the Gala

All Proud Supporters receive a personal invitation to attend the Power of Potential Gala.



The Young People at the Heart of This

Young people aged 21 and under who are already showing extraordinary potential — in their communities, in sport, in creativity, in service, and in overcoming challenges most of us will never face.

Nominees come through self-nominations, school referrals and community recommendations. The young people attending this gala are not passive recipients — they are the reason the room exists.

Safeguarding Note

All nominee information is handled confidentially. No identifiable information about young people is shared without full consent from the young person and their parent or guardian.

Our Six Award Categories



The Frontline Hero Award



The Resilience Awards



Educational Excellence



Young Sports Personality



The Rising Star



The Community Champion Award



The Young Person of the Year Award



The Youth Changemaker Awards



Celebrity Ambassadors

Some of our most valued Proud Supporters give something no money can buy — their time, name, and belief in the next generation.



Present an Award

High visibility, lasting memory

Stand on stage and place a trophy in the hands of a young person.



Champion the Campaign

Reach thousands, cost nothing

Share the Power of Potential story with your audience.



Mentor or Inspire

Personal, transformational

A conversation, a group session or a visit at the right moment.



Name an Award Category

Legacy, permanent recognition

Have an award category named in your honour.



Appear in Campaign Content

Drives nominations & awareness

A short message to camera, an interview or a social clip.



Be Present in the Room

Presence as statement

Sometimes simply showing up tells every young person: you matter.

No formal commitment. No fee. Just genuine support — around your schedule, your boundaries and what feels right for you.



For Schools, Colleges & Youth Organisations

The most important people in a young person's journey are often the adults who believed in them first.



Nominate Your Young People

Submit nominations across any of our six award categories. Self-nominations warmly encouraged — all nominees must be aged 21 or under.



Bring a Group to the Gala

Purchase a table or block of tickets for nominees, families and staff. Being seen and celebrated is something young people carry with them for life.



Shout About It

Share the nomination process across your school or organisation. We will provide shareable digital assets to make this easy.



Become a Community Partner

List your organisation formally as a Community Partner. Your name will feature in our materials, and you receive all Proud Supporter benefits.



Host a Nomination Event

Invite us in. We can visit your school or youth group to introduce the awards, help young people understand how to nominate, and build excitement.

Media Partners & Hospitality Partners

Media Partners

A collaborative relationship — not a paid advertising arrangement — where both parties benefit from being genuinely associated with something meaningful.



Editorial Coverage

Print, online, magazine



Podcast or Radio Feature

Podcast, radio, audio



Social Media Amplification

All social platforms



Video or Documentary Coverage

YouTube, social, broadcast



Platform or Website Feature

Online, digital

Hospitality Partners

The young people walking through those doors deserve an evening that feels exceptional. This is your craft on display in the best possible context.



Catering or Refreshments

Caterers, restaurants, brands



Floristry and Event Dressing

Florists, event stylists



Hair, Makeup & Styling

Hair and beauty professionals



Official Photography

Photographers



Event Design and Theming

Event designers, agencies

Technology & In-Kind Partners

Technology & Platform Partners



Digital Platform Development

Support the build of our nominations, voting, ticketing and live fundraising platform.



AV and Live Streaming

Provide audio-visual production and power the live stream to a virtual audience.



App or Digital Tools

Event apps, digital programmes, live voting technology or interactive displays.



Cybersecurity and Data

Secure handling of nominee data, ticketing information and donation processing.

Official In-Kind Supporters

Not every partnership involves money — and that is completely fine.

What You Can Offer

Professional services (legal, HR)

Graphic design or copywriting

Photography or videography

Print, signage or event materials

Catering or drink contributions

Hair, beauty or styling services

What You Receive

Named as Official In-Kind Supporter in programme

Logo & acknowledgement on website

Social media recognition from SBF

Invitation to attend the gala

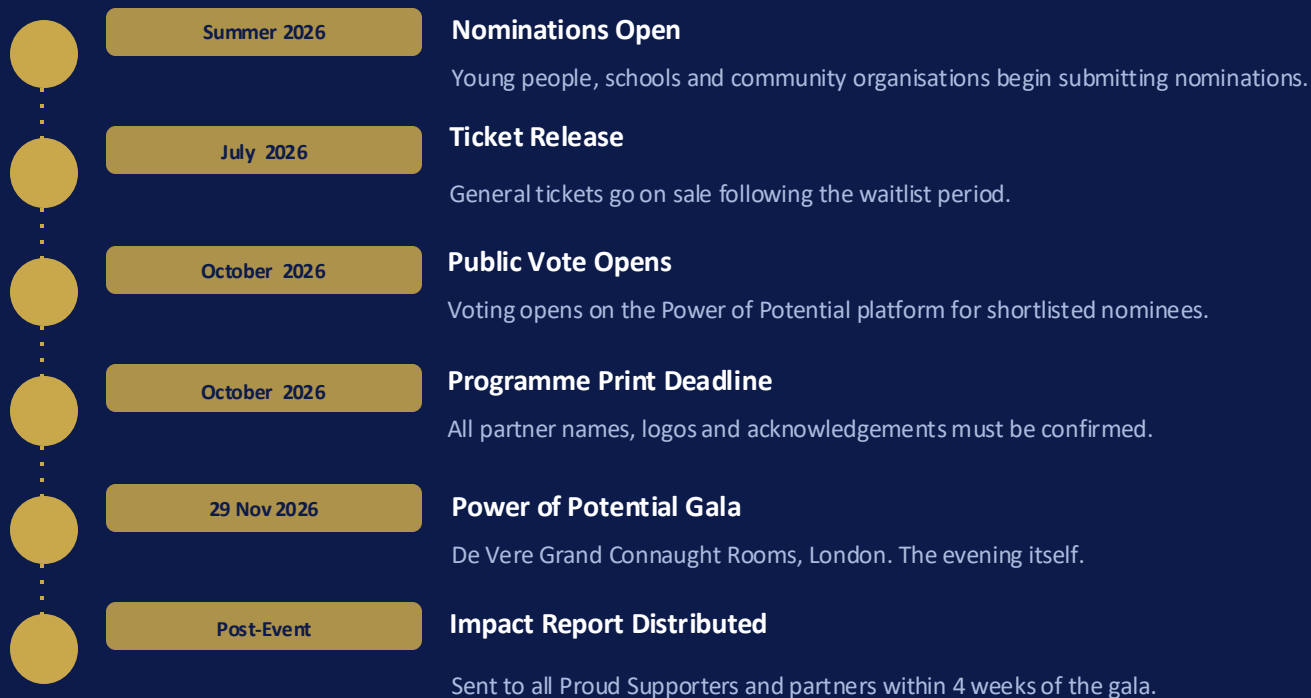
Letter of thanks & post-event report

Right to use 'Official In-Kind Supporter' in your marketing



Key Dates

Planning ahead helps everyone — especially schools and organisations who need internal sign-off before committing.



Frequently Asked Questions

Q Do I need to make a financial contribution?

No. Many supporters give time, expertise or their public profile. For corporate partners making a financial contribution, we suggest a minimum of £500 — a starting point, not a barrier.

Q What is the difference between a Proud Supporter and a Sponsor?

Sponsors make a formal financial commitment at a defined tier. Proud Supporters have a flexible, relationship-led arrangement built around what they can genuinely offer.

Q Is my contribution tax deductible?

Financial contributions may be eligible for Gift Aid (UK taxpayers) or corporate tax relief. We recommend speaking to your accountant. We always provide a letter confirming your contribution.

Q Will my name or logo appear on the night?

Yes. All Proud Supporters are acknowledged in the official gala programme and on the digital platform. Exact recognition is agreed with you directly.

Q When do I need to confirm my partnership?

As soon as possible — earlier partnerships allow full inclusion across campaign materials and the gala programme print run. Print deadline is October 2026.

Q I'm not sure which type of partnership fits. What should I do?

Just get in touch. We'd rather have a conversation and find the right fit together. Contact us at info@stevebrownefoundation.co.uk.

About the Steve Browne Foundation

The Steve Browne Foundation is a UK-registered charity (No. 1178821) dedicated to empowering young people to reach their full potential.

Through programmes spanning mental health, financial literacy, sports coaching, enrichment, work experience and the Aspire 2 B initiative, SBF works with young people who need support, belief and opportunity in equal measure.

The Power of Potential Gala is the Foundation's flagship annual event — an evening that brings together the young people SBF serves, the community that supports them, and the wider world they are about to enter.

Founded by Steve Browne, a former professional footballer, the Foundation holds a simple belief: every young person, given the right support, is capable of extraordinary things.

340

Guests expected

£150k

Fundraising target

6

Award categories

34

Tables of 10

stevebrownefoundation.co.uk

Our Programmes

- Aspire 2 B
- Mental Health and Wellbeing
- Knowing Your Finances
- Real Life Work Experience
- Enrichment Programme
- Sports Programmes
- My SBF Apps



How to Express Your Interest

No lengthy application process — just a conversation to find the right fit.

1

Get in Touch

Drop us an email or call us. Tell us who you are, which type of partnership interests you, and roughly what you'd like to offer. There is no wrong answer at this stage.

2

Initial Conversation

A member of the SBF team will respond within 5 working days to arrange a brief call or meeting. This is a relaxed conversation — we want to understand what feels right for you.

3

Agree the Shape of Your Partnership

We confirm the details in writing — what you will contribute, what you will receive, and any key dates relevant to your partnership.

4

Confirm Before the Programme Deadline

To be included in the printed gala programme and all campaign materials, partnerships need to be confirmed by October 2026. Earlier is always better.

5

We Take It From There

Our team handles everything — keeping you informed, providing assets you need, and making sure your contribution is recognised the way it deserves.



Ready to Become a Proud Supporter?

We would love to hear from you. No formal process, no lengthy forms — just a conversation about how you want to be part of something that changes young people's lives.



PowerofPotentialGala2026@stevebrownfoundation.co.uk



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stevebrownfoundation.co.uk

Steve Browne Foundation | Charity Number 1178821 | Managed by KHW Events Ltd

29 November 2026 | De Vere Grand Connaught Rooms, London

"Breaking down barriers. Building brighter futures. One young person at a time."