



POWER OF POTENTIAL

A W A R D S

STEVE BROWNE FOUNDATION

An Evening to Empower Futures

29 November 2026 | De Vere Grand Connaught Rooms, London



About the Foundation

The Steve Browne Foundation exists to break down barriers and create brighter futures for underrepresented and disadvantaged young people. Rooted in equity, we open doors, raise aspirations, and empower the next generation to thrive.

Working with young people under 18 across London through mentoring, certified learning, sports, mental health and wellbeing, and real-world work experience programmes. 100% of donations go directly to youth empowerment.

Breaking down barriers. Building brighter futures.

Our Impact

340

Guests expected

£150k

Net fundraising target

6

Award categories

34

Tables of 10

An intentionally curated room — corporate donors, senior leaders, community changemakers and philanthropists united by a shared purpose. 100% of net funds support youth programmes.



The Evening

29 November 2026 | De Vere Grand Connaught Rooms, London

6:00pm

Drinks Reception

Edinburgh Suite — string quartet, silent auction opens

9:35pm

Live Auction

Professional auctioneer — premium signed memorabilia lots

7:00pm

Welcome and Dinner

Grand Hall — Foundation welcome, intro impact video

10:00pm

Fund-a-Need Pledge

Emotional appeal — tiered pledge moment

7:15pm

Awards Ceremony

6 categories — celebrity presenters, nominee stories

10:30pm

Evening Entertainment

Live performance — bar and networking until close



Your Day Starts at 3:00pm

Sponsors receive exclusive early access — hours before general guests arrive.

3:00pm

Sponsor & VIP Welcome

Exclusive early entry to the Grand Connaught Rooms. Dedicated reception for sponsors, VIP guests and Foundation trustees.

3:15pm

Tradeshow & Showcase Opens

Branded tradeshow areas available to all sponsors. Showcase your work, products and impact directly to VIPs, fellow sponsors and Foundation partners.

4:00pm

Hear from Steve Browne Foundation

A dedicated address from the Foundation — strategy, impact, vision and the story behind the Power of Potential Awards. Sponsors hear it first.

5:00pm

Early Auction Preview

Exclusive first access to the silent auction lots before general guests arrive. Browse and bid on premium signed memorabilia ahead of the evening crowd.

5:45pm

VIP Networking & Mingling

Relaxed networking with celebrity guests, fellow sponsors and Foundation leadership ahead of the formal evening programme.

6:00pm

General Doors Open

General guests arrive for the evening reception. Sponsors transition seamlessly into the main programme, already connected and visible.

This exclusive afternoon programme is available to all confirmed sponsors — not available to general ticket holders.



The Digital Front Row

Not everyone can be in the room. But everyone can be in the front row.



Virtual Sponsorship — Fully Global

A dedicated sponsorship tier for organisations who want to be part of the Power of Potential Gala — and harness its reach — without being physically present. Full brand visibility, live engagement and genuine impact from anywhere in the world.

Digital Front Row Partner

£2,500 – £5,000

Per digital partner slot | Multiple available



Live Stream Access

Branded co-presentation on the live stream feed throughout the evening — your name and logo on screen.



Virtual Auction Bidding

Full access to live and silent auction via the Power of Potential app — bid in real time from anywhere.



App & Campaign Presence

Featured sponsor on the Power of Potential app — visible to all users for nominations, campaigns and auction.



Digital Brand Exposure

Logo on all digital event materials, live stream overlays, social media content and post-event coverage.



Foundation Partnership

Named in SBF annual communications and impact reports as a Digital Front Row Partner.



Post-Event Content Pack

Branded highlight reel and impact report sent digitally — shareable content for your own channels.



The Power of Potential App

One platform. Every sponsor. Every moment — before, during and long after the gala.



Nominations & Campaigns

Weeks before the event

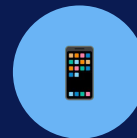
- Sponsors featured on the nominations hub — visible to every person who submits or views a nomination
- Push notification campaigns to app users highlighting sponsors by name
- Co-branded campaign content tied to award categories — sponsors reach engaged, cause-aligned audience
- Digital sponsor profile page within the app — logo, message and link to your website



Live Auction & Bidding

On the day — in room & virtual

- Sponsors visible throughout the silent and live auction interface — in-room and Digital Front Row users
- Award category sponsors named on every lot within their category
- Real-time bidding open to all app users — physical and virtual guests bidding together
- Exclusive early auction access for sponsors from 5:00pm via the app before general guests arrive



On the Day & Beyond

Event day and post-event

- Live stream accessible via the app — Digital Front Row Partners presented throughout the broadcast
- Sponsor recognition embedded in the live programme and voting features on the night
- Post-event: app remains live with winner announcements, highlights and Foundation news
- Sponsor profiles remain visible in the app after the event — extended brand presence year-round

The app gives every sponsor — physical or virtual — a persistent, year-round presence with the Foundation's audience.



Who Will Be in the Room

30-35%

Corporate Partners

Senior leaders and CSR directors from aligned organisations

20-25%

High Net Worth Individuals

Philanthropists with capacity for major giving and advocacy

10-15%

Celebrity and Influencers

High-profile figures elevating profile and media attention

10-15%

Frontline Workers

Teachers, youth workers and mentors being honoured

15-20%

General Supporters

Loyal community supporters and extended networks

An intentionally curated room — corporate donors seated alongside frontline workers whose stories inspire generosity.



An Evening of Exceptional Company

I

Ian Wright

Aspirational Host

Football icon. Youth advocate.
Authentic mission alignment.

B

Beverly Knight

Musical Performance

Cultural icon and extraordinary
talent. Engagement in progress.

S

Sir Vivian Richards

Celebrity Connection

Cricketing legend. Signed
memorabilia in auction.

R

Roberto Carlos

Celebrity Connection

Football legend. Signed items
in auction.

A

Anthony Joshua

Award Category Inspiration

Award potentially named
in his honour.

T

Tessa Sanderson

Celebrity Connection

Olympic champion.
Community advocate.



Auction Highlights

The live auction features premium signed memorabilia with certificates of authenticity alongside curated experiences.



Signed Pele Memorabilia

With COA | Anchor Lot



Signed Serena & Venus Williams

With COA | Premium Lot



Signed Vivian Richards Bat

With COA | Cricket Lot



Signed Anthony Joshua

With COA | Boxing Lot



Signed Roberto Carlos Shirt

With COA | Football Lot



Exclusive VIP Experience

Curated | Experience Lot



Sponsorship Opportunities

1 Only

"Presented By"

TITLE PARTNER

£30,000 – £50,000

Investment

- "Presented by" in all branding
- VIP table
- Speaking slot
- Main screen presence
- Media wall naming
- Featured on Power of Potential app

Up to 6

Gold

AWARD SPONSOR

£12,500 – £15,000

Investment

- Award category naming rights
- VIP table of 10
- Step and Repeat logo
- Programme recognition
- Featured on Power of Potential app

15+ Available

Silver

COMMUNITY PARTNER

£6,000 – £8,000

Investment

- Table of 10
- Foundation Ambassador
- Logo in programme
- Thank you reel
- Featured on Power of Potential app



"Presented By"

TITLE PARTNER | £30,000 – £50,000

1 EXCLUSIVE OPPORTUNITY

- ✓ "Presented by [Your Name]" in all event branding and communications
- ✓ Premium VIP table (front of room, hosted by Foundation Trustee)
- ✓ Speaking slot during the Awards Ceremony
- ✓ Logo on main Grand Hall screens throughout the evening
- ✓ Named on the Step and Repeat media wall in the Edinburgh Suite
- ✓ Full-page feature in the digital event programme
- ✓ Celebrity photo opportunity and VIP arrival experience
- ✓ Recognition in all post-event press and social media coverage
- ✓ Featured on the Power of Potential app for extended exposure



Gold: Award Category Sponsor

£12,500

to

£15,000

Per Award Category

Up to 6 award categories available.
Each is a standalone sponsorship.



- ✓ Your company names the award: e.g. "The [Company] Rising Star Award"
- ✓ Named in all nomination and shortlist communications (6-8 weeks of pre-event visibility)
- ✓ Logo featured in all social media posts relating to your category
- ✓ Company representative presents the award on stage (or celebrity presenter in your name)
- ✓ IMAG feed and main screens carry your name during award presentation
- ✓ Logo on Step and Repeat media wall for award winner photography
- ✓ Named in all post-event press and social coverage of your category
- ✓ Option to submit a nominated individual from your own organisation
- ✓ Featured on the Power of Potential app for extended exposure



More Than an Evening: The Awards Campaign

Award sponsorships generate brand visibility for months, not just one night.





The Power of Potential Awards

Six categories celebrating young people and community changemakers across London.

1

Rising Star

Emerging talent showing significant personal growth and improvement over the past 12 months.

2

Community Champion

Those who make a positive contribution to others through volunteering, mentoring and community action.

3

Resilience Award

Young people who have overcome significant challenges with determination and perseverance.

4

Leadership Award

Those who inspire others through action — taking initiative, leading projects and influencing peers.

5

Creative Excellence

Celebrating creativity, innovation and self-expression across music, art, film, media and beyond.

6

Future Pathways

Recognising progress toward education, employment or training — and the ambition behind it.

Nominations are open to individuals, schools, community groups, employers and members of the public. Self-nominations are welcomed.



How the Awards Work

Judging Process

Stage 1

Nomination Review

Each nomination scored independently by at least 3 judges.

Stage 2

Shortlisting

Top-scoring nominees become finalists — announced publicly.

Stage 3

Moderation Meeting

Judges discuss only where scores differ significantly.

Stage 4

Winner Selection

Average scores determine winners. Conflict of interest declared and managed.

Award Hosts

Philanthropist Award

Ian Wright

Lifetime Achievement

Ian Wright

Community Champion

Dalton Grant or Tessa Sanderson

Resilience Award

Richard Carlos or Sir Vivian Richards

Frontline Hero Award

To be confirmed

Rising Star Award

To be confirmed

Trophies provided for every category, reflecting the prestige of the evening.



Sponsor an Award Category

Name an award. Own the moment. Lead the story.



The [Company] Rising Star Award

Recognising emerging talent



The [Company] Community Champion

Celebrating community impact



The [Company] Future Pathways Award

Championing education and employment

Award Category + Table

£8,000 – £10,000

Award naming rights + table of 10

- Name the award — e.g. "The [Company] Rising Star Award"
- 6-8 weeks of pre-event social content featuring your brand
- Logo on all nomination and shortlist communications
- Representative presents award on stage at the ceremony

+ 5 more benefits

Award Category Only

£5,000 – £6,000

Full brand exposure — no seats required

- Name the award — same full naming rights as above
- 6-8 weeks of pre-event social content featuring your brand
- Logo on all nomination and shortlist communications
- Representative presents award on stage at the ceremony

+ 4 more benefits



Community Partner and Buy a Seat

15+ AVAILABLE

Silver / Community Partner

£6,000 – £8,000

- ✓ Table of 10 for your staff or clients
- ✓ Dedicated Foundation Ambassador as table host
- ✓ Logo in the digital event programme
- ✓ Logo in the closing thank you reel
- ✓ Social media recognition post-event
- ✓ Featured on Power of Potential app

£300

Buy a Seat for a Young Person

per seat

Every £300 funds a frontline worker, mentor or young person to attend the gala at no personal cost — seated alongside those whose support helps change lives. Named in the event programme as a supporter.



The Fundraising Potential

Estimated
Net Surplus

£130k+

Conservative estimate
based on confirmed
assets and model

Sponsorship

Title, Gold and Silver partners

~£124,000

Ticket Sales

Corporate tables + individual seats

~£79,500

Live Auction

Signed premium memorabilia

up to £70,000

Silent Auction

Curated lots during drinks reception

up to £20,000

Fund-a-Need

Tiered pledge moment

up to £50,000



Why Partner With Us

1

Genuine ROI

Pre-event campaign visibility across nominations, shortlisting and ticket launch. Months of brand exposure, not one evening.

2

The Right Room

340 decision-makers, philanthropists and influencers in one room. An audience you could not easily assemble independently.

3

Mission Alignment

Associate your brand with one of the most compelling causes in London. Young people's potential unlocked.

4

Media Reach

PR strategy targeting City AM, Financial Times, Evening Standard and community press. Your name in the coverage.



Partner With Us

Sponsorship opportunities are limited and will be allocated on a first-confirmed basis.

1

Express Interest

Get in touch to let us know which tier or opportunity interests you.

2

Explore Together

We will arrange a conversation to tailor the partnership to your goals.

3

Confirm and Brief

Agreement confirmed. KHW Events briefs you on everything you need ahead of the event.

4

Show Up and Shine

Arrive at the Grand Connaught Rooms and enjoy an extraordinary evening.

Sonia Browne | Steve Browne Foundation



How Our Packages Compare

Benchmarked against comparable London charity galas and corporate events.

Sponsorship Type	Market Rate	Our Price	Saving	Verdict
Title / Headline Partner	£35,000–£60,000	£25,000	Up to £35k	Exceptional value
Award Category + Table	£12,000–£18,000	£8,000–£10,000	Up to £8k	Strong ROI
Award Category Only (no seats)	£7,000–£10,000	£5,000–£6,000	Up to £4k	Low barrier entry
Community Partner (table)	£6,000–£9,000	£5,000	Up to £4k	Excellent value
Per-head cost to sponsor	£150–£300/head	£73/head	60–75% less	Market-leading
6-week brand campaign equiv.	£15,000–£40,000+	Included	Full saving	Unmatched

Market rates sourced from comparable London charity galas, CSR event partnerships and black-tie dinner sponsorships (2023–2025).



Beyond the Evening: What Sponsors Really Gain



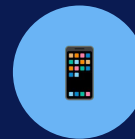
Press & Media Coverage

- Target media includes City AM, Evening Standard, Financial Times and community press
- Title Partner named in all press releases — pre-event, event night and post-event
- Award category sponsors named in winner stories published to Foundation channels
- Photo opportunities with Ian Wright and celebrity guests — shareable branded content
- Post-event impact report with sponsor recognition for internal ESG/CSR reporting



Embedded in Foundation's Wider Work

- Sponsors featured in SBF's annual impact communications and trustee reports
- Optional: branded mentoring sessions, workshops or skills programmes with young people
- Recognition at future SBF events throughout the year — not just the gala
- Opportunity to nominate young people from your network for awards and programmes
- Early access to future sponsorship rounds as a returning partner



Digital & Social Reach

- Featured on the Power of Potential app — extended digital exposure beyond the event
- 6-8 week social campaign across SBF channels featuring sponsor logos and names
- LinkedIn, Instagram and X content tied to nominations, shortlists and winner reveals
- Co-branded content opportunities with Foundation team for sponsor's own channels
- Sponsor logo on all digital event materials including tickets, invites and programmes



Recommendations: Making Packages Even Stronger

Suggested Add-Ons to Offer



Impact Partnership Pack +£2,500

A branded school visit, skills session or mentoring day with SBF young people before the gala. Gives sponsors a genuine story to tell internally and externally.



Welcome Reception Sponsor +£3,000

Named sponsor of the Edinburgh Suite drinks reception. Branded at the entrance, on menus and in the compere's welcome. High visibility, lower cost.



Programme Advertising from £500

Full, half or quarter-page ads in the digital event programme. Open to non-table sponsors — creates a lower entry point for smaller businesses.



Branded Table of Excellence +£1,000

Upgrade any sponsored table with bespoke branding — branded menus, table name cards and a Foundation Ambassador presenting a short video about the sponsor's work.

How to Sell These Packages

Lead with the room, not the price

Open every conversation with: '340 senior leaders, philanthropists and decision-makers in one room. That alone is worth the investment.' Price is secondary to access.

Use the 6-week campaign argument

A 6-week branded social campaign with equivalent reach costs £15,000-£40,000 with an agency. We deliver that as part of every award category package.

Offer the CSR narrative

Most corporate sponsors have ESG targets. Frame this as: 'fully reportable, cause-linked, impact-evidenced, with a post-event report you can take to your board.'

Name-drop the celebrity factor

Ian Wright. Beverly Knight. Sir Vivian Richards. Few events at this price point put a sponsor's name alongside names like these — say it plainly.

Create urgency with scarcity

Only 1 Title Partner. Only 6 award categories. Once they're gone, they're gone. Use this honestly — it's true and it works.

Make it personal

Ask: 'Which young person in your team or network could this award be named after or presented to?' The nomination option makes it visceral, not abstract.



POWER OF POTENTIAL

A W A R D S

STEVE BROWNE FOUNDATION

29 November 2026 | De Vere Grand Connaught Rooms, London

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

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

