

2026

MKBAA

MILTON KEYNES BUSINESS
ACHIEVEMENT AWARDS

Sponsorship Flyer



Welcome to MKBAA 2026

The Milton Keynes Business Achievement Awards is the **region's premier annual celebration of business.**

It brings together the **widest array** of businesspeople, educators, local politicians, and civic leaders to be found in one room, at any point throughout the year.

Our guests come to meet, to enthuse, and above all, to celebrate all that is wonderful about our thriving powerhouse of an economy.

As such, the awards provide a rare opportunity to promote your organisation's brand to a very influential audience, that has **real buying power.**

We look forward to working with you as a sponsor of our awards.

**The Power Of Partnerships:
Come Together, Achieve More**





Our Theme

Individual effort can yield results, but it is when we create partnerships that we start to unlock even greater potential.

The myriad benefits of partnerships include reducing risks and maximising rewards. So, whether it is between individuals, organisations, regions, or even nations, working in partnership is often heralded as the cornerstone of sustainable growth and shared prosperity.

The benefits of partnerships are evident on the world stage, where complex challenges, from geopolitical conflicts to global health crises and climate change, demand collaboration between nations, organisations, and sectors. No single individual or country can solve these intractable problems alone.

Whether you're collaborating across city lines or forming deeper alliances within your local supply chain, partnerships of all kinds have the power to transform businesses, which is why 'The Power of Partnerships' is our theme for MKBAA 2026.

Come Together to Achieve More!

**The Power Of Partnerships:
Come Together, Achieve More**





What Our Sponsors Say



"We're really proud to be sponsoring the MKBAA awards again, which celebrates the people behind our city's diverse and thriving economy. We look forward to another year of working closely with MK's business community to ensure we maintain and build an environment where local entrepreneurs can flourish."



"The Open University was delighted to sponsor the MKBAA. The awards provide a fantastic opportunity to recognise the innovation and achievement of the Milton Keynes business community and we were impressed by the innovation shown by nominees and winners."



Baking life's special moments

"We enjoy supporting the most prestigious awards our region. Every year the theme resonates with us, our beliefs, and our values! This year is no different and in fact the theme is again a huge part of what we try to do with our own people, so to be able to be headline sponsor again is really something we are proud to do."

The Power Of Partnerships:
Come Together, Achieve More





Delivering Your Brand



The Power Of Partnerships:
Come Together, Achieve More



#mkbaa2026



Delivering Your Brand



The Power Of Partnerships: Come Together, Achieve More





Delivering Your Brand



The Power Of Partnerships:
Come Together, Achieve More





MKBAA Timeline

Stage 1 Entries Open
11th September 2025

Stage 1 Entries Close
7th November 2025

Stage 2 Entries Open
26th November 2025

Stage 2 Entries Close
5th January 2026

Finalists Announced
26th January 2026

Judging Day
20th February 2026

Awards Ceremony
19th March 2026

The Power Of Partnerships:
Come Together, Achieve More





Sponsorship Packages

The Power Of Partnerships:
Come Together, Achieve More



Headline Sponsor

- Your organisation's **logo** on most of our marketing materials, social media, and PR outputs, before, during, and after the awards.
- The opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be published as part of our event promotion, on our popular **website and social media channels**.
- The opportunity for a board member to have a short, **on stage interview** about your organisation and why it is supporting the awards.
- The opportunity for a board member to have an interview about your organisation and why it is supporting the awards to be broadcast on **MKFM** and published in **All Things Business** as part of our event promotion.
- Your organisation's logo on our **Winners' Photo Wall**, which is only available to Headline Sponsors and our organisers.
- 8 invitations to our **Launch Event**, to mingle with prospective entrants, Judges, Civic Leaders, and other Sponsors.



- 8 invitations to our fabulous **Finalists' Party**, to rub shoulders with our Finalists, Judges, Civic Leaders, and other Sponsors.
- 10 invitations to our **MKBLP Reception**, to sip bubbles with other Sponsors and our Civic Leaders.
- Personal invitations to your CEO to a selection of **MKBLP's other events**, such as our fabulous dinners and breakfasts.
- Get to know the best of Milton Keynes business talent by taking your exclusive seat on our independent **Judging Panel** to judge all award categories.
- A complimentary, **full-page advert** in our awards programme.
- A complimentary, **full-page editorial**, including logo, in our awards programme.
- A complimentary, prominently placed **table of 10** at our 'must-attend', glittering awards ceremony.
- **Discounts** on two further tables, should you want to have even more fun.



£12,000 + VAT

#mkbaa2026

Premium Category

Sponsor

- Your organisation's **logo** on a selection of marketing materials, social media, and PR, before, during, and after the awards.
- The opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be published as part of our event promotion, on our popular **website and social media channels**.
- Subject to availability, the opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be broadcast on **MKFM** as part of our event promotion.
- Subject to availability, the opportunity for a board member to have an interview about your organisation and why it is supporting the awards; to be published in **All Things Business**.
- The opportunity for a board member to present the award, onstage to the category winner.
- 4 invitations to our **Launch Event**, to mingle with prospective entrants, Judges, Civic Leaders, and other Sponsors.



- 4 invitations to our fabulous **Finalists' Party**, to rub shoulders with our Finalists, Judges, Civic Leaders, and other Sponsors.
- 10 invitations to our **MKBLP Reception**, to sip bubbles with other Sponsors and our Civic Leaders.
- Personal invitations to your CEO to a selection of **MKBLP's other events**, such as our fabulous dinners and breakfasts.
- Get to know the best of Milton Keynes business talent by taking your exclusive seat on our independent **Judging Panel** to judge your sponsored award category.
- A complimentary **full-page** in our awards programme, to be used for an advert, or editorial, or a combination of both.
- A complimentary, prominently placed **table of 10** at our 'must-attend', glittering awards ceremony.
- **Discount** on another table, should you want to have even more fun!

From £6,000 + VAT

Category Sponsor

- Your organisation's **logo** on a selection of marketing materials, social media, and PR, before, during, and after the awards.
- The opportunity for a board member to **present the award**, onstage to the category winner.
- 2 invitations to our **Launch Event**, to mingle with prospective entrants, Judges, Civic Leaders, and other Sponsors.
- 2 invitations to our fabulous **Finalists' Party**, to rub shoulders with our Finalists, Judges, Civic Leaders, and other Sponsors.
- 10 invitations to our **MKBLP Reception**, to sip bubbles with other Sponsors and our Civic Leaders.
- Personal invitations to your CEO to a selection of **MKBLP's other events**, such as our fabulous dinners and breakfasts.
- Get to know the best of Milton Keynes business talent by taking your exclusive seat on our independent **Judging Panel** to judge your sponsored award category.
- A complimentary **half-page** in our awards programme, to be used for an advert, or editorial, or a combination of both.
- A complimentary, prominently placed **table of 10** at our 'must-attend', glittering awards ceremony.

£5,000 + VAT



Screen Sponsor

We endeavour to guarantee that every detail of our 'on the night' production maintains MKBAA's reputation as being not only the region's **most prestigious** awards ceremony, but also, the **most spectacular!**

As the sponsor of our huge screens, you will help us to achieve this ambition and ensure that your organisation's logo is emblazoned across the screen to our enormous audience, for most of the evening's programme. In addition, you will also be entitled to a **complimentary table of 10** and the other benefits listed.

£5,000 + VAT

Brand Sponsor

Every year we pick a brand-new theme for the awards; carefully chosen to highlight an important issue that will help to promote and grow our local business community. To bring our theme to life, we commission a vibrant brand which becomes the vital embodiment of our idea and underpins all our other activity. Sponsoring our brand helps to support this essential expression of our awards and ensures that your organisation is widely credited.

£3,000 + VAT



Stage Sponsor

We pride ourselves on both the quality and scale of the awards; and, with the biggest collection of businesspeople to congregate on any night of the year, it is essential that we get it right! By sponsoring the stage, your organisation will not only support the underwriting of our production, but it will also place its brand directly in front of hundreds of businesspeople, for the whole ceremony.

£3,000 + VAT

Programme Sponsor

Our Awards Programme is your 'on the night' guide to everything that you need to know about the awards ceremony. It lists details of the finalists for each category, as well as the evening's schedule, menu, speaker, and details about all our sponsors.

Sponsoring our Awards Programme ensures that your organisation takes an **extremely prominent position** in the programme, along with the other benefits listed.

£3,000 + VAT



Trophy Sponsor

Each year, we take great pride in designing our winners' trophies to ensure that they are not only high quality, but also that they have a unique, striking design to ensure that they are a **befitting adornment** for any boardroom or trophy cabinet.

As the sponsor of our trophies, your organisation's name will be **forever etched** into each award presented to our winners. You will also receive the other benefits listed.

£3,000 + VAT



Reception Sponsor

Our MKBAA Drinks Reception is a **vibrant gathering** place for all of our guests and finalists that want to meet, chat, and enjoy a **glass of prosecco** prior to the ceremony. Starting at 18:00, the reception immediately precedes the awards ceremony and continues until we are called into the main event space, for the commencement of the evening's programme. It lasts approximately **one hour** and is a **wonderful place to network** with your friends, contemporaries, and prospective clients, ahead of the evening's excitement.

As sponsor of the reception, your organisation will enjoy **prominent branding opportunities throughout the reception area**, along with the other benefits listed.

£2,500 + VAT

Finalists' Party Sponsor

Happening one month before our awards ceremony, our Finalists' Party **brings together all our finalists** to celebrate their short-listing as finalists. Our **independent judging panel, sponsors, and local dignitaries** are also invited for this fun and informal evening. As such, it provides a **wonderful networking opportunity** with many of the brightest and best businesses in our community. It's not to be missed!

Sponsoring the finalist party will put **your organisation** into this room giving you **direct access** with not only each of the finalists, but also many of our sponsors; and not only that, you will also be given a **chance to address the room**. As such, this package provides a great chance to **extend your network** and potentially **win new clients**. You will also receive the other benefits listed.

£2,500+ VAT



#mkbbaa2026

MKBLP Reception

Sponsor

The MKBLP Reception is an **invitation-only drinks reception** that is attended by senior figures from our business community, our sponsors, and our judging panel. Additionally, we have representatives from our City's Civic and Ceremonial structures, such as, the Lord-lieutenant, High Sheriff, our local MPs, local politicians, and mayoral office, and we invite senior representatives from our city's bigger charities, educational organisations, law enforcement and the judiciary. Together, our reception represents the **biggest collective** of locally **influential people** to be convened in a single room, at any point in the business calendar.

The reception immediately precedes the awards, starting at 18:00 and continues until we are called into the main event space for the commencement of the awards programme.

Sponsoring these awards, puts **your organisation into this room** giving you **direct access** to **people** it is often **hard to meet**. You will also receive the other benefits listed.

£2,000 + VAT



Speaker Sponsor

Our award ceremony is widely considered the very best in the region; however, having a **top-quality speaker** address the audience can add **poignancy** and **gravitas**. Sponsoring our speaker not only ensures that your organisation is **recognised** on screen **throughout the speech**, but it also entitles it to be recognised in our programme. You will also receive the other benefits listed.

£1,500 + VAT



Winners' Drinks

Sponsor

What better way for our lucky winners to **celebrate** their prestigious prizes, than with a **bottle of bubbles**!

Sponsoring our winners' drinks makes this a reality and ensures that your organisation is **known** and **appreciated** by all of our winners. You will also receive the other benefits listed.

£1,500 + VAT

Photography Sponsor

MKBAA is a glittering event worthy of being **immortalised** by the very best photography; this is even more important for our winners whose **dreams** of **winning** an MKBAA have just been realised!

Sponsoring the photography at our awards is a **low-cost** way of receiving **significant profile**, as **your** organisation's **logo** will appear alongside those of our headline sponsors, on the **photo wall** used for all of our **official winner pictures**. You will also receive the other benefits listed.

£1,500 + VAT



Disco Sponsor

Once the **speeches are done**, the food and wine enjoyed, and all the awards rehomed with their deserving new owners, there is nothing left to do except to let one's hair down, and **party like it's 1999!**

Sponsoring our DJ and Disco enables our guests to celebrate and **appreciate your organisation** as we bedeck the dancefloor area with your organisation's brand. You will also receive the other benefits listed.

£1,500 + VAT



Signer Sponsor

Our important and continuing **commitment** to ensuring **equity** in our community drives our aspiration to provide a BSL Signer throughout the ceremony, to help assist the enjoyment of our **hearing-impaired** guests.

Sponsoring our signer enables us to provide this service and ensures that **your organisation** is **recognised on screen**, during the speeches. You will also receive the other benefits listed.

£1,500 + VAT



#mkbac2026

Launch Party Sponsor

At the start of every year's awards cycle, we hold a buzzing Launch Party to announce the theme, our categories, and to proudly present the award's new brand. The event attracts a large audience of businesspeople including previous and prospective sponsors, and winners. As the sponsor of our Launch Party you will not only ensure that our awards programme gets off to a wonderful start, but you will also be able to mingle with and address our guests, to ensure you maximise your organisation's exposure.

£1,500 + VAT



Table Centre Sponsor

Dressing tables with tasteful centrepieces not only spruces up the table itself, but also lifts the entire room, helping to transform the bland and mundane into a visual feast that befits the eyes of guests. So, whilst these gazes are upon our table centres, where better to bestow your organisation's brand?

£1,500 + VAT



#mkba2026



Sponsorship Comparison Matrices

The Power Of Partnerships:
Come Together, Achieve More



Sponsorship Comparison Matrix

Sponsorship Benefit	Headline Sponsor	Premium Category Sponsor	Category Sponsor
Logo on Marketing Materials	Yes	Yes	Yes
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	Yes	No	No
Social Media Interview	Yes	Yes	No
On Stage Interview	Yes	No	No
MKFM Interview	Yes	Subject to Availability	No
All Things Business Interview	Yes	Subject to Availability	No
Launch Party Invitations	8	4	2
Finalists' Party Invitations	8	4	2
MKBLP Reception Invitations	10	10	10
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	All Categories	Sponsored Category	Sponsored Category
Programme Advert	Full Page	Full Page	Half Page
Programme Editorial	Full Page		
Onstage Award Presentation	No	Yes	Yes
Sponsor's Name on Trophy	No	Yes	Yes
First Table	Complimentary 10	Complimentary 10	Complimentary 10
Purchases of Further Tables	2 x Discounted	1 x Discounted	Full Price
Post Event Interviews	Yes	Yes	No
Branding Opportunity	Featured Prominently At Awards Ceremony	Featured On Trophy	Featured On Trophy
Investment	£12,000	From £6,000	£5,000

Sponsorship Comparison Matrix

Sponsorship Benefit	Screen Sponsor	Brand Sponsor	Stage Sponsor
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	2
Finalists' Party Invitations	2	2	2
MKBLP Reception Invitations	10	2	2
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Half Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Complimentary 10	Full Price	Full Price
Purchases of Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	On Screen (Throughout Ceremony)	Credited On Marketing Materials	Staging Co-branded With MKBAA
Investment	£5,000	£4,000	£3,000

Sponsorship Comparison Matrix

Sponsorship Benefit	Programme Sponsor	Trophy Sponsor	Reception Sponsor
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	2
Finalists' Party Invitations	2	2	2
MKBLP Reception Invitations	4	4	4
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Full Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Full Price	Full Price	Full Price
Purchases of Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	Programme	Trophy	Reception Area
Investment	£3,000	£3,000	£2,500

Sponsorship Comparison Matrix

Sponsorship Benefit	Finalists' Party Sponsor	MKBLP Reception Sponsor	Speaker Sponsor
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	2
Finalists' Party Invitations	8	2	2
MKBLP Reception Invitations	4	8	4
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Quarter Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Full Price	Full Price	Full Price
Purchases of Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	Finalists' Party Area	VIP Reception Area	Speaker Screen
Investment	£2,500	£2,000	£1,500

Sponsorship Comparison Matrix

Sponsorship Benefit	Winners' Drinks Sponsor	Photography Sponsor	Disco Sponsor
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	Yes	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	2	2
Finalists' Party Invitations	2	2	2
MKBLP Reception Invitations	2	2	2
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Quarter Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Full Price	Full Price	Full Price
Purchases of Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	Tags on Bottle / Branded Bottle Bag	Winners' Photo Wall	DJ Booth / Dancefloor
Investment	£1,500	£1,500	£1,500

Sponsorship Comparison Matrix

Sponsorship Benefit	Signer Sponsor	Launch Party Sponsor	Table Centre Sponsor
Logo on Marketing Materials	No	No	No
Logo on Screens at Ceremony	Yes	Yes	Yes
Logo on Awards Website	Yes	Yes	Yes
Logo on Winners' Photo Wall	No	No	No
Social Media Interview	No	No	No
On Stage Interview	No	No	No
MKFM Interview	No	No	No
All Things Business Interview	No	No	No
Launch Party Invitations	2	8	8
Finalists' Party Invitations	2	2	2
MKBLP Reception Invitations	2	2	2
MKBLP Invitations	Yes	Yes	Yes
Judging Panel	No	No	No
Programme Advert	Quarter Page	Quarter Page	Quarter Page
Programme Editorial			
Onstage Award Presentation	No	No	No
Sponsor's Name on Trophy	No	No	No
First Table	Full Price	Full Price	Full Price
Purchases of Further Tables	Full Price	Full Price	Full Price
Post Event Interviews	No	No	No
Branding Opportunity	On Screen During Speeches	Launch Party Invites & Event	Launch Party Invites & Event
Investment	£1,500	£1,500	£1,500



Sponsorship Availability

The Power Of Partnerships:
Come Together, Achieve More



Sponsorship Availability

Headline Sponsorship Availability

Headline 1	Sponsored	MK City Council
Headline 2	Sponsored	The Open University
Headline 3	Sponsored	Brioche Pasquier
Headline 4	Available	£12,000

Premium Category Sponsorship Availability

Business of the Year	Sponsored	MHA Advisory
Outstanding Contribution	Available	£6,500
Entrepreneur of the Year	Available	£6,000

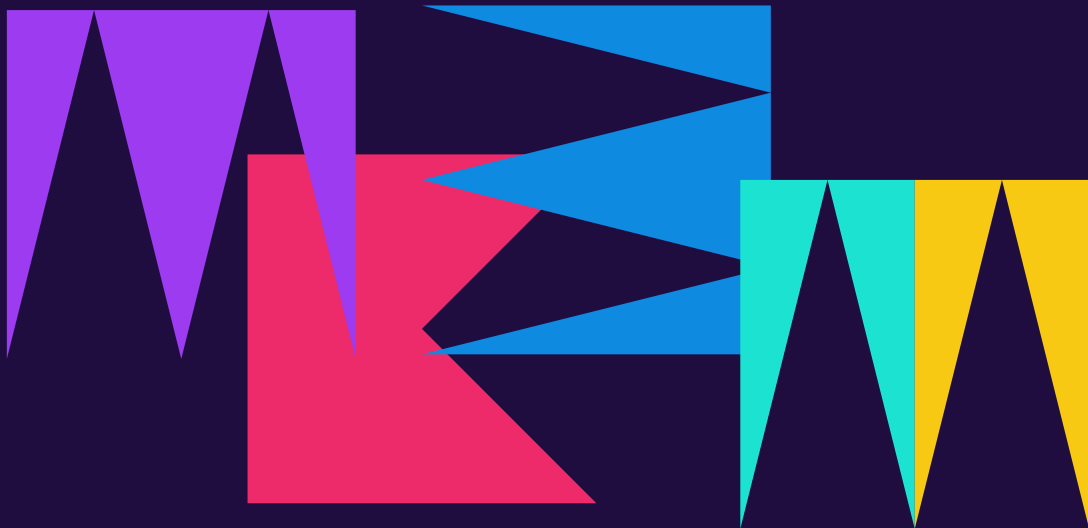
Category Sponsorship Availability

Manufacturing and Supply Chain	Sponsored	Barclays
Skills and Learning	Sponsored	Milton Keynes College
Built Environment	Sponsored	MK Development Partnership
Celebrating Diversity	Sponsored	Forvis Mazars
Micro Business	Available	£5,000
Business Impact in the Community	Available	£5,000
Small and Medium Business	Sponsored	Stratstone BMW
Innovation and Technology	Sponsored	Niftylift
Charity of the Year	Available	£5,000
Design and Creativity	Available	£5,000
Culture, Arts, and Heritage	Available	£5,000
Customer Service	Available	£5,000
Leisure, Entertainment, and Hospitality	Available	£5,000
Professional Services	Available	£5,000

Sponsorship Availability

Ancillary Sponsorship Availability		
Screen Sponsor	Available	£5,000
Brand Sponsor	Sponsored	GIANT
Stage Sponsor	Available	£3,000
Programme Sponsor	Sponsored	GIANT
Trophy Sponsor	Available	£3,000
Reception Sponsor	Available	£2,500
Finalists' Party Sponsor	Not Available	Not Available
MKBLP Reception Sponsor	Available	£2,000
Speaker Sponsor	Not Available	Not Available
Winners' Drinks Sponsor	Sponsored	Stadium:MK
Photography Sponsor	Sponsored	Mercer & Hole
Disco Sponsor	Available	£1,500
Signer Sponsor	Not Available	Not Available
Launch Party Sponsor	Not Available	Not Available
Table Centre Sponsor	Not Available	Not Available





19th March 2026

Milton Keynes Stadium
Stadium Way West
Bletchley
Milton Keynes
MK1 1ST

mkbba.co.uk