

SPONSORSHIP

MARCH 2025

The SJA
BRITISH SPORTS
JOURNALISM
AWARDS **2024**



WHO ARE THE SJA & WHAT DO WE DO?

We started life as 'The Sports Writers Awards' in 1976 and have since evolved with an ever-changing, fast-paced sports media industry. Now, we are known as the SJA, Sports Journalists' Association. We award excellence in the digital, broadcast and photographic sports media, and we have built a community and a movement to showcase and encourage sports journalism in all its different forms from our members and those who contribute so much to our industry. Our President, Darren Lewis who is the Daily Mirror's Assistant Editor, CNN's Senior Sports Analyst, and a co-host on Sky Sports News and talkSPORT. Darren will spearhead this exciting phase in the next chapter of the SJA's story.

The SJA represents a pool of over 900 sports journalists, broadcasters, photographers, writers, content creators, editors, producers, podcasters, multi-media journalists, PR and media officers who work on national, regional and independent media outlets. Companies and individuals on TV, radio, podcasting, digital and social media platforms, magazines, newspapers and other sports organisations.

The SJA is NOT a trade union but more an accessible community supporting our members, who are either young journalists, people who are new to the sports media industry or experienced individuals with years of excellent work behind them. We give them a voice, a forum, and a resource to learn, develop, and evolve new and transferable skills. The SJA provides a network through various in-person/virtual masterclasses, panels, networking events and possible job opportunities up and down the UK.

We work closely with universities, colleges, accreditation committees and training organisations such as BCOMS, Women in Football, Sports Media LGBT+, the Ability Group in Sport and Brown Girl Sport. The importance of diversity in the sports media industry, be it class, ethnicity or sexuality, is something we are fully committed to. As an association, one of our core values is inclusivity and accessibility which means we provide subsidised membership rates for our members who are most in need of that support.

This all forms part of the SJA movement, inspiring, empowering, and celebrating our members and our industry all year round.

For more information visit: www.sportsjournalists.co.uk



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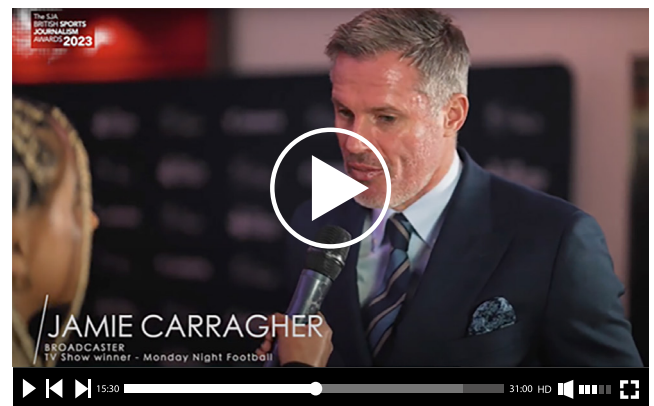
SJA BRITISH SPORTS JOURNALISM AWARDS SPONSORSHIP

SJA BRITISH SPORTS JOURNALISM AWARDS

The SJA BRITISH SPORTS JOURNALISM AWARDS celebrates excellence among the UK's sports writers from the national, regional and specialist newspapers, magazines or online, photographers, TV and radio broadcasters and production companies, TV and radio presenters, content creators for social and digital platforms, podcasters, news agencies and websites. Whether they are staff, freelance or independents, we celebrate them in what is known as the **'Oscars of The Sports Media Industry'**. With more than 1000 entries in over 30 awards categories such as 'Sports Write of The Year', 'Best Presenter', 'Photographer Of The Year', 'Sports Content Organisation' and our 'Ones To Watch' awards that empower and celebrate the new generation of talent making their way in the sports media industry. Notable winners and nominees from previous years include...

Gary Lineker, Sky Sports, Gabby Logan, Getty Images, Gary Neville, Channel 4, Amanda Davies, The Times, Ian Wright and Alyson Rudd.

The night attracts over 700 nominees and guests from across the UK and the world, including the likes of **Alex Scott, Jamie Carragher, Laura Woods, Piers Morgan, Jamie Carragher, Rio Ferdinand, Ade Oladipo, Kelly Sommers, Mark Chapman, Henry Winter, Emma Hayes, Eni Aluko, Jermaine Jenas, Karen Carney, Nasser Hussain, Adil Ray and Ally McCoist.** Just to name a few.



[CLICK HERE TO WATCH THE VIDEO](#)



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OUR AUDIENCE

Some of the organisations in attendance at the last awards ceremony:



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MEDIA COVERAGE & SOCIALS



5 Million impressions on X/Twitter for our shortlist / nominations announcements



6.3 Million Impressions on X/Twitter for our awards announcement



500,000 Views of clips from the awards night across X, Instagram & YouTube



#SJA2023 was trending in the United Kingdom for 7 hours on awards night



Sustained media engagement from the date of shortlist nominations until awards night



Reposts on X/Twitter from the likes of Sally Nugent, Piers Morgan, Laura Woods, Jermaine Jenas, Alex Scott & Henry Winter

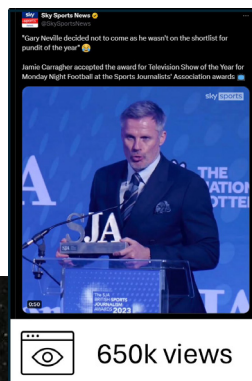
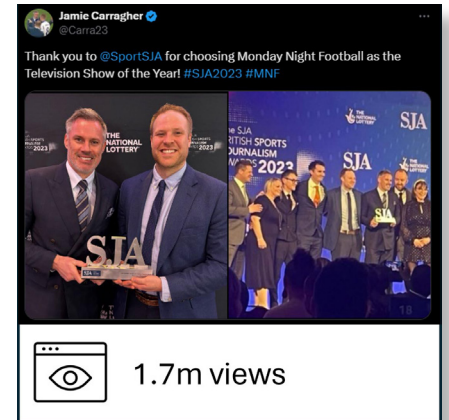
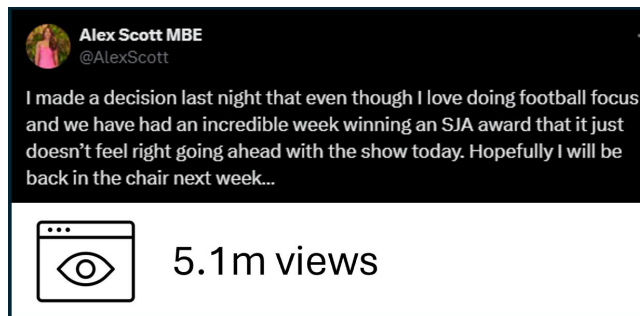
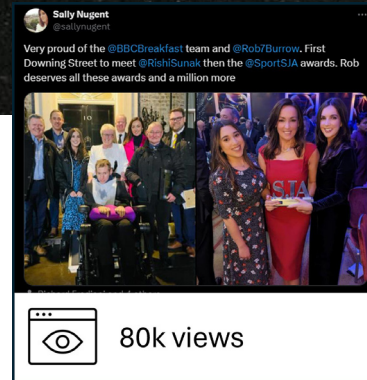
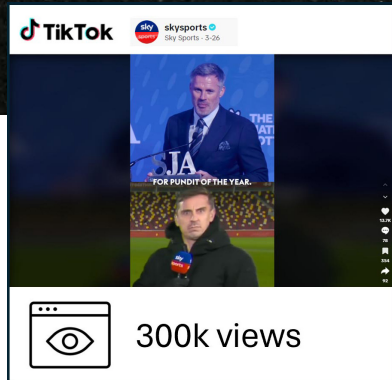


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THE FUTURE OF THE SJA



We increased accessibility to those from underrepresented groups & with financial challenges by making their entry free.



We expanded the 'Ones To Watch' & SJA Academy Awards across Broadcast, Written & Photography for the young & emerging talent.



A diverse pool of over 30 young 'rising stars' of journalism, content creation, photography & broadcasting have been invited to attend the awards night.



We held a free panel event; 'Standing Out in Sports Media' before the last awards delivered with the Diversity Sport Alliance of BCOMS, Women in Football, Sports Media LGBT+, the Ability Group in Sport, & Brown Girl Sport.



There has been & continues to be significant consultation & action to increase representation in entries & throughout the awards process.



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SPONSORSHIP OPTIONS

HEADLINE SPONSOR - £60,000 ex VAT

Gain the highest level of brand awareness & media coverage aligned with household names/personalities & organisations nominated for the awards as the only headline sponsor of our prestigious awards night, also known as the 'Oscars Of The Sports Media Industry'. See next page for details.

AWARDS SPONSOR - £10,000 ex VAT

Align your brand to a specific award category, which means your exposure to audiences associated with that household person or brand. The SJA British Sports Journalism Awards has 30+ categories to choose from across written, broadcast & photographic sports media. Past winners & nominees include Laura Woods, Sky Sports, Piers Morgan, AFTV, Alex Scott, Gary Neville, talkSPORT, Ian Wright, Gabby Logan, The Overlap.

Award options include: Presenter, Pundit, Football Journalist, Women's Sport Journalist, Newspaper of the Year, Scoop of the Year. Full list of categories available.



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HEADLINE SPONSORSHIP

Headline sponsorship includes event naming rights; 'The SJA British Sports Journalism Awards sponsored by...'
Headline sponsorship also includes sponsorship and naming rights of an individual award; 'Football Journalist sponsored by...'

BEFORE THE EVENT

- Sponsorship announced via the SJA website, promoted to SJA members (900+) and via SJA social media channels (Twitter 66k followers)
- Reference on awards entry forms distributed to over 2500 people from across the industry
- Featured in all awards email communication to members and non-members

ON THE NIGHT

- Acknowledgement and thanks in opening and closing speeches
- Twenty free tickets to the event situated in prime location
- Promotional video (60-120 Secs - provided by sponsor)
- Presentation of sponsored award
- Full page advert in awards programme

YOUR LOGO WILL

- Be featured on the home page of the SJA website for the duration of the sponsorship
- Be featured on awards website, tickets, trophies, stage backdrop, media backdrop, banners, lectern, table plan, press release, throughout the on screen presentation

AFTER THE EVENT

- Acknowledgement in post event stories featured on the SJA website
- We encourage all post event coverage to include reference to headline sponsor (including national newspapers and broadcasters)
- Acknowledgement in the post-event press release

Something you
want but isn't listed?
We can tailor
packages to meet
your business needs.



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AWARDS SPONSORSHIP

[PLEASE CLICK HERE TO VISIT THE AWARDS WEBSITE TO SEE THE AVAILABLE CATEGORIES](#)

BEFORE THE EVENT

- Sponsorship announced and promoted via the SJA website (15k visits per month)
- Sponsorship promoted to SJA members (900+), via SJA social media channels (X 66k followers) and industry list (5000+)
- Logo on awards website and entry website adjacent to sponsored award on entry forms distributed to over 5000 people from across the industry

ON THE NIGHT

- Awards naming rights 'Award name sponsored by....'
- Reference and acknowledgement in script for sponsored category
- One table of 10 at the awards event situated in prime location
- Presentation of sponsored awards by company representative

YOUR LOGO WILL

- Be featured on the home page of the SJA website for the duration of the sponsorship
- Be on stage back drop and media banners (2nd tier ratio behind headline sponsor), onscreen presentation (for sponsored award only)

AFTER THE EVENT

- Acknowledgement in relevant post event stories on the SJA website
- We encourage all post event coverage involving sponsored award to reference sponsor
- Acknowledgement in the post-event press release

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THANK YOU

To discuss please contact:



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The logo for the SJA British Sports Journalism Awards 2024 is centered at the bottom. It features a large, stylized number '5' composed of a grid of white dots. To the right of the '5', the text 'The SJA BRITISH SPORTS JOURNALISM AWARDS 2024' is written in a white, sans-serif font, with '2024' being significantly larger and bolder than the other words.

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