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ANNUALLY CELEBRATING THE POWER OF INCLUSION



TAFi Awards
ONE TRACK. INFINITE STORIES

About The TAFi Awards

The Premier Track and Field Inclusion Awards Ceremony

TAFi is proud to launch the inaugural Track And Field Inclusion Awards - a landmark event celebrating the power of inclusion and community in athletics in partnership with UK Athletics.

The TAFi Awards is the first national event of its kind in athletics recognising the sport's complete ecosystem, and shining a spotlight on the coaches, officials, physiotherapists, administrators, and media professionals who make athletics the world's most inclusive sport.

Our Mission:

While elite athletes capture headlines, we recognise that track and field success depends on an entire community of dedicated professionals. The awards ceremony celebrates the unsung heroes who sustain and develop the sport at every level, from grassroots coaching to international competition management.

TAFi will deliver a world-class awards ceremony experience for up to 100 attendees including athletes, legends, sponsors, and key stakeholders at a prestigious London venue.

We address significant gap in sports recognition - no other track and field awards ceremony celebrates the sport's incredible inclusivity and community spirit in its full eco system, making TAFi the most unique track and field awards show in the industry.



Track and Field Inclusion Awards

"Track and Field has a low barrier to entry - anyone can be part of it. Beyond athletes, countless vital roles power the sport. Everyone belongs. Everyone contributes. Everyone matters."

The Benefits

The Awards offer sponsors and partners the opportunity to network and associate with the UK's leading athletes, household names, community champions and key stakeholders in order to gain exposure.

WHO WILL ATTEND?

- ✓ Current & former elite athletes
- ✓ UK Athletics representatives
- ✓ Community champions
- ✓ Existing & prospective sponsors
- ✓ Social media influencers

MEDIA & EXPOSURE

- ✓ Promotion across The Voice Newspaper/UK Athletics/NLTV Athletics digital channels
- ✓ Press coverage through local and national sports media
- ✓ Social media amplification via athletes, legends, and community groups
- ✓ On-the-night media content (photography, video reels, interviews)



TAFI AWARDS 2025 SPONSORS & SUPPORTERS



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"THE POWER OF INCLUSION IS FOR EVERYONE" - SIR MO FARAH (2012 OLYMPIC CHAMPION)



Sponsorship Opportunities

WHY PARTNER WITH THE TAFI INCLUSION AWARDS?

Brand Alignment: Showcase leadership in supporting inclusion & diversity in sport

Visibility: Logo placement on all event materials, awards stage branding, and media coverage

Access: Network with our partners, athletes, and stakeholders

Content Rights: Use event imagery and stories for your CSR and marketing campaigns



TAFi SILVER AWARDS PARTNER - £1000 - £2000

Each individual award is available for sponsorship. The sponsor will have visible branding in all pre and post-event promotional materials, as well as printed on the physical trophy, on décor around the venue, and projected onto screens before & during the ceremony

- Additional social media shoutouts
- Verbally acknowledged during the event

TAFi GOLD CATEGORY PARTNER - £3000 - £5000

Becoming an Gold partner would provide branded award category exclusivity and achieve visibility before, during, and after the event with many of the Track and Field scene.

- Logo across digital & physical assets
- Video advertisement during the event
- Content Amplification: Sponsor spotlight (TAFi + NLTV channels)
- On-stage presentation role

TAFi HEADLINE PARTNER SPONSORSHIP - £10,000

The Headline Partner package is designed to offer your brand maximum exposure before, during and after the event. The sponsor will receive lead branding across all platforms and all marketing materials.

- "The TAFi Awards in partnership with Your Brand]
- Recognition in media coverage
- Award Presentation & Speaking opportunity on stage
- Elite Access: 30 VIP seats next to Olympians + VIP experience

The Awards

- **Para-Athletes of the Year (two awards):**
For outstanding competitive performance and wider impact.
- **Breakthrough Young Stars of the Year (two awards):**
Spotlighting athletes under 20 making their mark while championing inclusivity.
- **Coach of the Year:**
Recognising coaches who combine success with inclusive values.
- **Athlete of the Year (two awards):**
Honouring athletes who inspire on and off the track.
- **TAFi Recognition Award:**
The flagship honour chosen by the TAFi core team to celebrate transformative leadership which embraces the power of inclusion.
- **Unsung Hero Award:**
Recognising volunteers and community champions.
- **Lloyd Cowan Bursary Award (Legacy of Inclusion Award):**
Celebrating charitable and community contributions in honour of the late Lloyd Cowan MBE.



Join the Movement



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The inaugural TAFi Awards in November 2025 represents a ground-floor opportunity to be part of a movement that celebrates the true spirit of Track and Field. It is more than one night - it's a movement pushing to ensure support for athletics maintaining its model of inclusivity and inspiration.

We are seeking partners to join us in celebrating and amplifying this important cause, and the chance to help shape the future of this prestigious event.

Contact:

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Sponsorship information

TAFI AWARDS LIMITED

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