North East Automotive Alliance

Annual Awards 2027

Category sponsorship

Put your brand at the heart of the North East automotive sector.

Friday, 19th March 2027
Ramside Hall Hotel, Durham

A partnership with purpose

Since the Awards launched in 2018, donations linked to the programme have supported future talent and STEM activity in North East schools and beyond. At the 2026 Awards, £18,000 was donated, taking the cumulative contribution to £110,000.

Sponsorship investment: £5,000 +VAT

Includes a table of 10 and the £2,000 award donation.

Celebrate achievement. Build profile. Support future talent.

The NEAA Annual Awards celebrate the exceptional talent and resilience of the companies and people that form part of the North East automotive sector. Category sponsorship provides a high-profile platform to align your organisation with industry excellence while supporting a meaningful school or STEM project.

Your sponsorship includes.

Benefit	What is included
Brand association	A platform to align your organisation with achievement, future talent and industry progress across the full Awards campaign.
Premium hospitality	A table of 10 in a prominent position at the Awards Dinner.
Award presentation	The opportunity for a company representative to present the award during the dinner.
Judging involvement	Inclusion in the final decision-making panel for the winner award, based on a prepared shortlist.
Full campaign visibility	Your brand across a multi-channel campaign spanning social, email, website, newsletter and PR activity before, during and after the event.
Awards brochure profile	A full-page advert in the Awards brochure.
Award donation	Winning individual/s or company/s will receive a share of £2,000 for a school or STEM project. Your brand has alignment with this Awards investment.
STEM engagement	The opportunity to accompany the winner/s to the school donation presentation and be part of the post-event PR.

Sponsorship investment

£5,000 +VAT, including a table of 10 at the dinner and the £2,000 award donation.

2027 sponsorship opportunities

Choose a category that aligns with your organisation's values, expertise, and target audience.

Award area	Category	Sponsor position
People, Skills & Future Talent	Rising Talent Award	Available
	Unsung Hero Award	Available
Business & Industry Excellence	People & Culture Excellence Award	Available
Existing partnerships	Geoff Ford MBE Apprentice Award	Reserved
	Women Who Inspire in Automotive Award	Marelli
	Building for the Future Award	Held
	SME Excellence Awards	Held
	Outstanding Contribution Award	Sunderland City Council

Why sponsor?

- Strengthen your profile with the North East automotive community.
- Host customers, colleagues and prospects at a flagship celebration.
- Demonstrate commitment to recognising excellence and supporting future talent.
- Build content and visibility around a category relevant to your organisation.

Key dates

- Entries close: Monday 8 February 2027
- Judging: During w/c 15th and 22nd February 2027
- Finalists notified and announced: During w/c 1st March 2027

Next steps

To discuss category availability and secure your sponsorship, contact Laura Gage, Marketing & PR Manager at the NEAA: lgage@northeastautomotivealliance.com