

Luton Excellence Awards 2026

Sponsorship packages

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Introduction

Every day committed individuals and dedicated teams working for Luton Council go the extra mile to support our residents and to achieve our vision for Luton. Over the last year that commitment has continued to grow to exceptional levels.

We have so many examples of employees working collaboratively, ambitiously, respectfully, whilst empowering and supporting each other. Collectively, they and reflect our core value that [Luton is a council that CARES](#).



This year, our award categories will reflect outstanding achievements in each of these areas, along with several other team and individual awards.

The awards will provide the opportunity to recognise and reward their hard work and achievements and say thank you for all they have done to support the people of Luton and the town over the last year and celebrate those receiving their long service awards.

This year will be a very special celebration as we mark **150 years** since Luton became a borough. The awards will be held on **Thursday 4 June 2026**, honouring our proud history, recognise the incredible work happening across the council today.

Luton Excellence Awards has established itself as a highly successful initiative, engaging not only the employees of Luton Council but also our extensive network of business partners. The event in 2025 was a remarkable success and we're hoping that the 2026 awards will be greater than ever.

Luton Excellence Awards provides an ideal opportunity for businesses to increase awareness of their organisation to decision-makers and opinion formers, including councillors, senior local government officers, partners and stakeholders throughout the region.

The sponsorship packages overleaf include a range of pre- and post-event publicity, along with branding and networking opportunities at the event itself.

We are pleased to confirm the opportunity to sponsor the awards is now available. For further information or to confirm your sponsorship please contact Victoria Fortune, Sponsorship and Advertising Officer at Luton Council, who will be happy to discuss your involvement. Please note awards will be offered on a first come first served basis.

We hope you will be able to join is in celebrating this year.

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Due to probity reasons, we're unfortunately unable to accept sponsorship from organisations currently partaking in a tender or any organisation in dispute with the council.

Lead sponsorship

£5,000 + VAT

For this package you will receive the following.

Pre-event promotion

- Prominent promotion as lead sponsor on all pre-event branding.
- Your company logo featured as the lead sponsor on our invitations to all awards ceremony attendees.
- The opportunity to reference your sponsorship in your own advertising and promotional material.
- Specific mention of your lead sponsorship in all press releases, pre and post awards.

Promotion during the awards ceremony

- The opportunity to address the guests as part of the welcome speeches.
- Complimentary tickets for 6 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- Acknowledgement as lead sponsor on the screens and branding at the event.
- Acknowledgement as lead sponsor on the Long Service Awards certificates.
- Acknowledgement as lead sponsor on all award trophies.
- A 300-word editorial acknowledging your company as lead sponsor to feature prominently in the 2026 awards ceremony programme.

Post-event promotion

- Photographs of your guests on the evening for your own publicity.
- Acknowledgement as lead sponsor on all post-event coverage.

Long service awards sponsorship

£3,000 + VAT

For this package you will receive the following.

Pre-event promotion

- Prominent promotion as the long service sponsor on all event pre-event branding.
- Your company logo featured as the long service sponsor on our invitations to all awards ceremony attendees.
- The opportunity to reference your sponsorship in your own advertising and promotional material.
- Specific mention of your long service sponsorship in all press releases, pre and post awards.

Promotion during the awards ceremony

- Complimentary tickets for 4 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- Acknowledgement as long service sponsor on the screens and branding at the event.
- The opportunity for a representative of your company to present all the long service awards.
- A 300-word editorial acknowledging your company as long service sponsor to feature prominently in the 2026 awards ceremony programme.
- An on-stage acknowledgement of your sponsorship at the start of the long service presentations.

Post-event promotion

- Photographs of your company presenting your awards for your own publicity.
- Acknowledgement as long service sponsor on all post-event coverage.

Entertainment sponsorship

£3,000 + VAT

For this package you will receive the following.

Pre-event promotion

- Prominent promotion as entertainment sponsor on all pre-event branding.
- Your company logo featured as the entertainment sponsor on our invitations to all awards ceremony attendees.
- The opportunity to reference your sponsorship in your own advertising and promotional material.
- Specific mention of your entertainment sponsorship in all press releases, pre and post awards.

Promotion during the awards ceremony

- Complimentary tickets for 4 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- Acknowledgement as entertainment sponsor on the screens and branding at the event.
- A bespoke banner acknowledging your company as entertainment sponsor at the event.
- A 300-word editorial acknowledging your company as entertainment sponsor to feature prominently in the 2026 awards ceremony programme.
- An on-stage acknowledgement of your sponsorship during the entertainment introductions.

Post-event promotion

- Photographs of your guests on the evening with the entertainers for your own publicity.
- Acknowledgement as entertainment sponsor on all post-event coverage.

Hospitality sponsorship

£3,000 + VAT

For this package you will receive the following.

Pre-event promotion

- Prominent promotion as hospitality sponsor on all pre-event branding.
- Your company logo featured as the hospitality sponsor on our invitations to all awards ceremony attendees.
- The opportunity to reference your sponsorship in your own advertising and promotional material.
- Specific mention of your sponsorship in all press releases, pre and post awards.

Promotion during the awards ceremony

- Complimentary tickets for 4 guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- Acknowledgement as hospitality sponsor on the screens and branding at the event.
- a bespoke banner acknowledging your company as hospitality sponsor at the event.
- A 300-word editorial acknowledging your company as hospitality sponsor to feature prominently in the 2026 awards ceremony programme.
- An on-stage acknowledgement of your sponsorship during the introductions.

Post-event promotion

- Acknowledgement as hospitality sponsor on all post-event coverage.

Awards sponsorship

£1,500 + VAT

The opportunity exists to sponsor one of our 13 awards at the event. For this package you will receive the following.

Pre-event promotion

- Acknowledgement as a category sponsor on all pre-award publicity.
- The opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- Complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- The opportunity for a representative of your company to present your award.
- A 200-word editorial acknowledging your company as sponsor of your category to feature next to the nominees for the award in the ceremony programme.
- Acknowledgement as category sponsor on the screens and branding at the event.
- Acknowledgement as category sponsor on the award trophy you are sponsoring.

Post-event promotion

- Photographs of your company presenting your award for your own publicity.
- Acknowledgement as a category sponsor on all post-event coverage.

[Read more about each of the award categories.](#)

Drinks reception package

£1,000 + VAT

The opportunity exists to sponsor our drinks reception on the evening. For this package you will receive the following.

Pre-event promotion

- Acknowledgement as the drinks reception sponsor in pre-award PR.
- The opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- Complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- A 200-word editorial acknowledging your company as the drinks reception sponsor within the 2026 awards ceremony programme.
- Acknowledgement as the drinks reception sponsor on the screens and branding at the event.

Post-event promotion

- Photographs of your guests at the event for your own publicity.
- Acknowledgement as the drink's reception sponsor on all post-event coverage.

Gift sponsorship package

£1,000 + VAT

The opportunity exists to sponsor our table gifts on the evening. For this package you will receive:

Pre-event promotion

- Acknowledgement as the gift sponsor in pre-award PR.
- The opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- Complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- A 200-word editorial acknowledging your company as the gift sponsor within the 2026 awards ceremony programme.
- Acknowledgement as the gift sponsor on the screens and branding at the event.

Post-event promotion

- Photographs of your guests at the event for your own publicity
- Acknowledgement as the gift sponsor on all post-event coverage.

Prize draw sponsorship package

£1,000 + VAT

All council employees who make a nomination will be entered into a prize draw to win a voucher. With three prizes available, for the sums of £500, £300 and £200, the prize draw will create real excitement across the whole of the council. For this package you will receive the following.

Pre-event promotion

- Acknowledgement as the prize draw sponsor in pre-award PR.
- The opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- Complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- A 200-word editorial acknowledging your company as the prize draw sponsor within the 2026 awards ceremony programme.
- Acknowledgement as the prize draw sponsor on the screens and branding at the event.
- Opportunity to present the prize draw alongside our host for the evening.

Post-event promotion

- Photographs of your guests at the event for your own publicity.
- Acknowledgement as prize draw sponsor on all post-event coverage.

Table centrepiece sponsorship package

£1,000 + VAT

The opportunity exists to sponsor our table centrepieces on the evening. For this package you will receive the following.

Pre-event promotion

- Acknowledgement as the gift sponsor in pre-award PR.
- The opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- Complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- A 200-word editorial acknowledging your company as the centrepiece sponsor within the 2026 awards ceremony programme.
- Acknowledgement as the gift sponsor on the screens and branding at the event.

Post-event promotion

- Photographs of your guests at the event for your own publicity.
- Acknowledgement as the gift sponsor on all post-event coverage.

Print sponsor package (in-kind)

The opportunity exists to be our in-kind print sponsor. In return for providing our programme, banners and certificates, you will receive:

Pre-event promotion

- Acknowledgement as the print sponsor in pre-award PR.
- The opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- Complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- A 200-word editorial acknowledging your company as the print sponsor within the 2026 awards ceremony programme.
- Acknowledgement as the print sponsor on the screens and branding at the event.

Post-event promotion

- Photographs of your guests at the event for your own publicity.
- Acknowledgement as the print sponsor on all post-event coverage.

Design sponsor package (in-kind)

The opportunity exists to be our in-kind design sponsor. In return for providing the design of our programme, banners and certificates, you will receive the following.

Pre-event promotion

- Acknowledgement as the print sponsor in pre-award PR.
- The opportunity to reference your sponsorship in your own advertising and promotional material.

Promotion during the awards ceremony

- Complimentary tickets for two guests to attend the awards ceremony, presenting an ideal opportunity to network with senior officers and leaders.
- A 200-word editorial acknowledging your company as the design sponsor within the 2026 awards ceremony programme.
- Acknowledgement as the print sponsor on the screens and branding at the event.

Post-event promotion

- Photographs of your guests at the event for your own publicity.
- Acknowledgement as the print sponsor on all post-event coverage.

Awards categories and what the judges will be looking for

1. Team of the Year (team award)

The winning team has consistently:

- delivered outstanding performance
- exceeded day to day service requirements
- demonstrated total commitment
- overcome challenges

The successful team has shown high levels of collaboration, teamwork, innovative approaches and ambition in achieving the team goals.

There is strong leadership within the team, which has driven the team to achieve significant positive results throughout the year towards the Council's vision.

2. Employee of the Year (individual award)

The winning individual would have consistently:

- exceeded performance expectations
- contributed innovative solutions to challenges
- demonstrated leadership
- inspired colleagues

They would have been focussed on professional development, showed adaptability in overcoming obstacles and made a positive impact on colleagues and/or the community.

Throughout all their work, they also would have lived and displayed our values.

3. Manager of the Year (individual award)

We want to recognise a leader's contribution to either their team or the council as a whole, how they've:

- created a positive and inclusive environment for their team
- encouraged the professional development of their team members
- aligned the team's goals with our values

This individual may have implemented innovative practices for improvement and outcomes.

Suggestions for Manager of the Year are encouraged from every level: directors, service directors and, of course, members of the manager's team.

4. Rising Star of the Year (individual award)

For a recent joiner to a team who deserves recognition for the qualities they have brought to Luton Council. This individual would have:

- made a significant impact soon after joining us
- showed adaptability and eagerness to learn, whilst taking on new challenges
- engaged collaboratively with their teams
- introduced new innovative ideas

Since joining the individual would have made clear progress in their career, showing increasing readiness for new responsibilities.

5. Making a difference (team or individual award)

This award recognises teams or individuals who have made a real difference in improving the well-being of residents and/or colleagues. They may have:

- developed innovative solutions to key issues and taken action to drive it forward
- advocated for the rights of vulnerable individuals or groups

During their interactions, they have:

- shown empathy and compassion
- as a result, received great feedback
- consistently collaborated and improved support services to enable other services to deliver
- demonstrated resilience in challenging situations

6. Collaborative (team or individual award)

We work as one team, producing great results for Luton.

This award celebrates consistent engagement and work with other teams to improve collaboration and breakdown barriers.

We want to recognise those teams and individuals who:

- have made a mark by having a truly collaborative ethos
- during the course of their duties have created lasting and impactful relationships which cut across internal and external boundaries for the benefit of all.

This award also wants to highlight the relationships built with community/strategic partners to deliver shared goals and any work with residents to co-produce/co-design service or policy changes.

7. Ambitious (team or individual award)

We're determined to improve lives every day.

The winners here will have shown exceptional innovation and proactivity whilst pushing for improvement and progress in line with our vision. We also want to celebrate the winners' commitment to collaborating effectively.

As role models for ambition and dedication, they would have inspired others with their determination and drive to find creative ways to make the council work better for everyone.

8. Respectful (team or individual award)

We are open, honest and embrace difference.

This award aims to recognise the championing of diversity, equity and inclusion within the workplace and community, resulting in successful implementation of improvement initiatives.

Throughout their work, they will have demonstrated:

- respect, self-reflection, learning, and consideration in their interactions with both colleagues and residents
- fostered a positive and inclusive environment

9. Empowering (team or individual award)

We trust our own decisions and those of others.

This award recognises individuals or teams who show strong leadership and empower others to make a positive impact in the workplace and community. They support others in:

- developing and implementing creative solutions to challenges
- inspiring new ideas
- promoting a culture of continuous improvement and resilience

We want to highlight those who encourage colleagues and community members to make decisions, take responsibility, and influence change.

The winning team or individual creates supportive environments where everyone feels motivated to contribute and succeed.

10. Supportive (team or individual award)

We help each other to reach our full potential.

This award celebrates a team or individual who has made a lasting, positive difference to colleagues, partners, and residents by:

- excelling in a supportive role
- achieving great results

The winner will have consistently:

- gone above and beyond regular duties
- shown a strong commitment to the wellbeing and progress of colleagues and the community
- mentored others, helped with career growth
- created a positive environment for teamwork and learning
- supported skills development
- appreciated team contributions
- worked to improve wellbeing and the work environment

11. Apprentice of the Year (individual award)

This award celebrates apprentices who have excelled in their roles and made a meaningful impact. It recognises those who have:

- demonstrated significant growth
- developed their skills and knowledge throughout their apprenticeship

This individual would have contributed positively to their teams, showing a strong understanding of and commitment to our vision.

In addition to their professional growth, the award recognises someone who has:

- shown dedication to both personal and career development
- made a positive difference to colleagues and the wider community
- demonstrated the value they bring to the organisation and beyond

12. Outstanding Achievement of the Year (team or individual award)

This award celebrates individuals and teams who have made a significant impact through a specific action or project in the past year. We're looking for a winner who's achieved something that made a real difference to colleagues, partners, customers, or the wider community.

The winner could have:

- made a lasting positive impact through their work or projects
- brought fresh and innovative ideas to their role
- worked well with others to achieve their goals

We also value measurable results that show clear success and recognition for their exceptional contributions.

13. Dare to Try (team award)

This award recognises teams that embrace new ideas and take bold steps to improve our performance as a council. Nominated by the Chief Executive, 'Dare to Try' celebrates teams that challenges traditional ways of doing things to:

- solve problems
- improve services or cost control
- support climate change goals

The winner of this award will have:

- undertaken creative and original initiatives
- been willing to take calculated risks for better results
- ensured their work aligned with our goals
- demonstrated innovation, effective teamwork and adaptability
- demonstrated a focus on learning and sharing lessons for future success