



ENTRY GUIDE 2025

The LIVE Awards recognise the leading companies and individuals from right across the £6bn UK live music business. From classical to grime, baroque to rock, the UK live music sector is recognised as one of the world's greatest markets and a true beacon for concert and festival organisers around the world.

The LIVE Awards recognises this excellence in the field, and at the venue.

HOW DOES IT WORK?

The LIVE Awards will be presented on 10 December in London. The LIVE Awards are an opportunity for nominees from all aspects of our wonderful, world class live music industry to shout about their achievements, and gain rightful recognition from peers, and the broader music and entertainment world.

To be considered for a LIVE Award, each potential nominee should submit a short application which answers up to three questions. Based on the information submitted, each entry will then be reviewed on its own merits by a closed and anonymous panel of industry judges, ensuring that the awards are a true reflection of business excellence in live music.

This entry process is an opportunity to highlight your key achievements and successes. This is your chance to bring attention to your business and its activities, getting deserved recognition and reward from others both in the live music business and beyond.

This guide will give you an overview of all categories including their criteria, and how the awards are judged.

Entries are invited until 10 October 2025.

CATEGORIES

The full awards list for The LIVE Awards 2025 is:

1. The LIVE Green Award
2. The LIVE Workforce Award
3. Venue of the Year
4. Grassroots Champion
5. Booking Agency of the Year (x2 categories)
6. Top Ticketing Service
7. National Promoter of the Year
8. Regional Promoter of the Year
9. Major Festival of the Year
10. Festival of the Year
11. Road Warrior of the Year
12. Production Supplier
13. The Backstage Brilliance Award
14. The LIVETime Achievement Award

WHO CAN APPLY?

The LIVE Awards are open to any company that has a UK-based office or operation.

GENERAL ENTRY RULES AND GUIDELINES

Please read the following general guidelines before submitting your entry:

- Please follow the requested format that is set out in the online submission form and complete all information fully on behalf of you or your company only (you cannot nominate a different company, Road Warrior of the Year is the only category people can nominate others).
- To ensure that all entries are of a similar standard, and judges can assess entries evenly, it is important that you pay attention to the criteria and answer each question as completely as possible.
- We can only accept one submission per awards entry. We cannot accept any requests to add further, or new, information once the deadline is passed.
- Please include all requested information. Incomplete entries may not be put forward or may result in a lower overall score.
- All entries must be submitted via the [LIVE Awards website](https://www.theliveawards.com). Entries submitted by any other means or format will not be considered.

ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period 1 January 2025 to 1 December 2025. Please ensure that your entry only contains information about activity which took place (or will take place) during this time.

Each award category outlines which companies may apply – please ensure that your company is eligible to enter that category.

Entries can be submitted by companies themselves, or others on their behalf, and any number of categories can be entered.

All information submitted in your entry will remain strictly confidential between the LIVE team members involved in shortlisting, and only used or referenced in relation to the awards themselves.

We take confidentiality very seriously. If you make the shortlist, the judges will also keep all details of each entry confidential as well. Where necessary, non-disclosure agreements will be signed by the judges.

APPLICATION DEADLINES

Entries open for The LIVE Awards on 8 July and close on 10 October 2025.

THE SHORTLIST

The judging process for The LIVE Awards is simple and transparent, and designed to ensure a fair and impartial route to determining the winner in each category.

After the entry deadline expires, the LIVE executive team decides on the shortlist in each category, which is then put forward for the panel of judges to anonymously assess. This process is guided by set criteria to impartially identify the eventual winners in each category.

Where categories are particularly competitive, or in the event of a large number of entries being received, we may ask for expert advice from relevant specialists.

The shortlist will be announced in the second half of October 2025.

THE JUDGING PROCESS

Each category in The LIVE Awards will be decided by a small, invited number of senior industry professionals. To ensure there is no conflict of interest, and that each judge is qualified to assess each category, The LIVE Awards invites different judges for each award, though some judges may judge multiple categories.

In order to maintain confidentiality around the judging process, the identities of the judges will not be revealed. Judges remaining anonymous helps to ensure clear boundaries around the process.

It would be unfair to adopt a one-size-fits all approach to the various categories throughout The LIVE Awards, and so each award will be judged differently, based on the specifics of the category.

Each judge reads every entry on the shortlist in the category that they are judging, and judges are able to recuse themselves from scoring particular entries if necessary to ensure that the process is fair to all entrants. Judges will score each shortlisted entry against the specific criteria of each award.

To avoid lobbying or any influence from other judges or third parties, voting is private. Once all judges have marked the shortlisted entries, the scores are collated (and checked for any anomalies) to determine the winner.

ANNOUNCING THE WINNERS

The winners will be announced at The LIVE Awards on Wednesday 10 December, at Troxy in London.

THE ENTRY FORM

Unless specified otherwise, your entry should not be longer than 1,000 words in total. Your entry should address the criteria set out for that award.

If you enter a category and the award's team believes your entry is more suitable to another category, we reserve the right to move your entry into that category.

Please ensure that you submit your entry within the correct form for that category. Supporting material is optional and must be uploaded before submitting the form. Supporting material and testimonials cannot be submitted after the entry form is submitted.

Please ensure you have the following items to upload to your entry:

- Your contact information
- A high-res company logo / photo(s) for Roadie of the Year Award & The Backstage Brilliance Award
- Your text only submission (max 1,000 words)
- Testimonials from clients, artists or supporters (optional). These must be included within the word count.

Please ensure that all information submitted is accurate and checked. If you are shortlisted, we may publish your company name and logo in a LIVE Awards guide or any event marketing as it is submitted. Please ensure that it is accurate, and you are happy for it to be published.

You can enter your submission for The LIVE Awards 2025 [here](#).

CATEGORIES AND CRITERIA

1. The LIVE Green Award

Any company or initiative working to make live venues, performances and events in the UK more sustainable.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- An overview of the objective and strategy of the company in 2025 (max 300 words)
- Details of a specific area of work or initiative that has helped drive sustainability forwards at live events (max 300 words)
- Details of the results of this work, and how it has benefitted the UK's live music business (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

2. The LIVE Workforce Award

Any company, initiative or individual working to improve diversity, inclusion and/or equality in the workplace or broader live music business.

Entry submissions must address the following criteria:

- Provide a brief biography of yourself, or the initiative you are submitting a nomination for (max 100 words)
- An overview of your objective and strategy (max 200 words)
- Outline your recent work and successes, or that of the initiative, and how the live music sector's workforce has benefitted as a result (max 500 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

3. Venue of the Year

Any UK venue over 1,000-capacity hosting live music and events. LIVE welcomes submissions from all aspects of the live music sector, across all genres.

Entry submissions must address the following criteria:

- Details about the venue including capacity, location and number of staff including any significant part time or freelance workers (max 100 words)
- Outline key activity in the venue this year, including number and range of shows and examples of performing artists (max 200 words)

- Outline any improvements, innovation or new initiatives at the venue this year that have improved its contribution to audiences or the live music business overall (max 500 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

4. Grassroots Champion

Any UK venue of less than 1,000-capacity that was active in 2025 and presenting live music of any genre.

Entry submissions must address the following criteria:

- Provide details of the venue that you are submitting a nomination for (max 100 words)
- Outline key activity at the venue this year, including shows and examples of performing artists (max 200 words)
- Outline any improvements, innovation or new initiatives at the venue this year that have improved its contribution to audiences or the live music business overall (max 300 words)
- How has the venue contributed to its local community during 2025? (max 300 words)
- What is it about this venue that stands out as an example of best practice within the Grassroots sector which others look towards? (300 max)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

5. Booking Agency of the Year

There are two categories for Booking Agency of the Year, split by number of employees. Currently the division between the two categories is 25 UK employees, though in the event that a larger number of nominations are received in one category, we reserve the right to adjust this number in order to keep both categories balanced and give every nominee a fair chance on the night.

This category is open to any booking agency with an active office in the UK.

Entry submissions must address the following criteria:

- Details of the music roster represented by the UK office, including number and range of artists, and number of live shows booked in 2025 between 1 January and 30 Sept. (max 200 words)
- Outline any specific tours or activity undertaken this year which demonstrate the agency's ability in building artists' careers and commercial success (max 500 words)
- Outline any specific changes, new initiatives outside of your core business, key hires or other activity that you believe would be of interest to the judges (max 200 words)
- Any endorsements from clients or others in the business that you would like to share

(not mandatory – max 300 words)

7. National Promoter of the Year

Any live music company promoting gigs, tours or festivals nationally in the UK.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- Brief overview of the objectives and strategy of the company in 2025 (max 200 words)
- Details of up to three tours or festivals in 2025(max length 600 words) including:
 - Number of dates (for each tour) or date/location of festival
 - Ticket sales and whether a sell-out was achieved
 - Challenges faced and how they were overcome
 - Details of how the tour or festival was promoted and coverage received
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

8. Regional Promoter of the Year

Any live music company working within specific regions of the UK to promote shows, tours or festivals.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- Brief overview of the objectives and strategy of the company in 2025 (max 200 words)
- Details of up to three shows or festivals in 2025 (max length 600 words) including:
 - Date and location of each show or festival
 - Ticket sales and whether a sell-out was achieved
 - Challenges faced and how they were overcome
 - Details of how the tour or festival was promoted and coverage received
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

9. Top Ticketing Service

Any primary ticketing company, or supplier of ticketing services to companies selling tickets to UK tours and festivals.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time

- or freelance workers (max 100 words)
- An overview of the objective and strategy of the company in 2025 (max 300 words)
- If selling tickets, the number of tickets sold in 2025 (1 Jan–30 Sept) for UK shows and festivals (max 200 words)
- Outline any innovation or new initiatives that contributed to the UK's live music business in 2025 (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

10. Major Festival of the Year

Any UK festival of 30,000 and above daily capacity where music is the primary element of programming.

Entry submissions must address the following criteria:

- Details about the festival including name, location, dates and ticket sales (max 200 words)
- Outline the 2025 edition, including any specific challenges faced and overcome (max 400 words)
- Outline any innovations or new initiatives implemented on site this year and how they benefitted the festival's operation or audience (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

11. Festival of the Year

Any UK festival less than 30,000 daily capacity where music is the primary element of programming.

Entry submissions must address the following criteria:

- Details about the festival including name, location, dates and ticket sales (max 200 words)
- Outline the 2025 edition, including any specific challenges faced and overcome (max 400 words)
- Outline any innovations or new initiatives implemented on site this year and how they benefitted the festival's operation or audience (max 300 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

12. Road Warrior of the Year

Any individual or touring company working with live music production on tour, or over multiple festivals.

Entry submissions must address the following criteria:

- Job role or job title

- What artists/events have you/they worked with this year (max 100 words)
- Outline why you/they deserve the recognition as this year's Road Warrior (max 300 words)

13. Production Supplier

Any company supplying production services to the UK's live music business.

Entry submissions must address the following criteria:

- Outline the number of staff working in the company including any significant part time or freelance workers (max 100 words)
- An overview of the objective and strategy of the company in 2025 (max 300 words)
- Outline up to three projects (gigs, tours or festivals) in 2025, and any specific successes, challenges and outcomes (max 300 words)
- Outline any innovation or new service that contributed to the UK's live music business in 2025 (max 200 words)
- Any endorsements from clients or others in the business that you would like to share (not mandatory – max 300 words)

14. Backstage Brilliance Award

Celebrating the most outstanding backstage contribution in the UK live music industry.

This award recognises an individual, team, venue, festival, or tour that goes above and beyond in creating an exceptional backstage experience for artists and crew. Whether it's through standout spaces, thoughtful services, or wellbeing-focused initiatives, this award honours those setting the gold standard in backstage excellence.

- Entry submissions must address the following criteria:
- About You / Your Team: A brief overview of the person or team behind the backstage experience, including your role and who you work with (max 100 words)
- Concept & Impact: A description of the backstage concept, service or environment you've helped create—including your objectives, creative inspiration, and why it matters (max 300 words)
- Sustainability Practices: Any sustainability measures incorporated into your work (e.g. food sourcing, materials, energy or waste reduction) (max 300 words)
- Wellbeing & Comfort: How your work supports wellness, comfort, and a positive environment for artists and crew backstage (max 300 words)
- Artist & Crew Feedback: Quotes or testimonials from those who have experienced your work, space or service backstage (optional – max 300 words)

Supporting Materials:

To help judges assess your submission, please include:

- A minimum of 3–5 high-quality photographs of the backstage space or service in

- action
- (Optional) Short video clips or walkthroughs
- Any supporting design documents, menus, mood boards, or materials that bring your entry to life

15. The LIVETime Achievement Award

The LIVETime Achievement Award is presented to an individual that has played a principal role in driving forward and improving the UK's live music business. The award is not open to nominations but decided by the LIVE executive board.

Please use the link [here](#) to enter your submission for The LIVE Awards 2025.