



Wednesday 9 December

Troxy, London

Sponsor Opportunities

About



The LIVE Awards returns for its fifth edition on 9 December. After another sold-out success last year, the UK live music industry's ultimate end-of-year celebration promises to be just as spectacular in 2026.



The LIVE Awards celebrate outstanding achievements across the live music industry, from classical to grime and baroque to rock, while raising crucial funds to support LIVE's ongoing work.

The fifth edition of The LIVE Awards will take place at Troxy, a stunning Grade II-listed Art Deco venue in East London, welcoming over 600 guests.

Supported by the industry's biggest names, the awards honour those who have excelled and made a significant impact over the past year, with categories spanning booking agencies, promoters, venues, ticketing, festivals, crew, and more.

For sponsors, The LIVE Awards 2026 offers a prime opportunity to connect with the heart of the industry, with key players from the £6.7bn live music sector gathered for one of the most anticipated events of the year.

Who's in the room



The LIVE Awards welcomed a packed room of leading industry figures in 2025, with top companies from across the live music sector making it a standout night on the industry calendar. Companies in the room on the night included...

8OSix
Absen Live
ACC Liverpool
AEG Presents
AFEM
A Greener Future
Alexandra Palace
AMG
ATC Live
Attitude is Everything
AXS
Azorra
BACH
Black Lives in Music
Bristol Beacon
British Council
Brudenell Social Club
CAA

Co-op Live
d&b audiotechnik
DHP Family
Dice
Ecotricity
Earth Percent
Eat to the Beat
Equals Money
Festival Republic
FKP Scorpio
Gigantic
Gigseekr
Hearby
Help Musicians
ILMC
Joy Concerts
Kendal Calling
Kennedy Street

Kilimanjaro Live
King Tut's Wah Wah Hut
Koko
Leadmill
Lighthouse
Live Nation
LMP Group
LS Events
LW Theatres
Midnight Mango
MOBO Organisation
Mother Artists
Music Plus Sport
Music Venue Trust
Musicians' Union
NEC/Resorts World Arena
Norwich Arts Centre
Nozstock

Onboard:earth
One Fiinix Live
OVO Hydro
PLASA
PPL
Primary Talent International
PRS for Music
PSA
Pure Represents
Roundhouse
Royal Albert Hall
Runway Artists
Shine Event Management
SJM
Skiddle
Slam Dunk Festival
Small Green Shoots
Solo Agency

Songkick
Standon Calling
Tagmix
The Collab Agency
The O2
The Power of Events
Ticketmaster
Tixel
Tysers
United Talent Agency
Universal Pixels
Victorious Festival
Wasserman
Wembley Stadium
WME

Sponsor the awards



If you are involved in the UK live music and entertainment industry, The LIVE Awards are the perfect event to promote your brand or product.



Title Sponsor

Platinum table

- Awards presented 'in association with'
- Logo linked to LIVE Awards logo
- Branding across every element of the awards
- Presentation and words on the night

£36,000 +VAT

Please get in touch for custom requests and unique opportunities specific to your company or brand.

Primary Sponsor*

Limited to just six key partners

Platinum table with premium position

- Top tier branding on the night
- Logo on all pre/post communications
- Platinum table included (value £2,700)

£9,950 +VAT

* Tailored partnership packages for drink brands, including product sampling and integration as well as high-impact promotional opportunities at bars, tables, and key guest touchpoints throughout the event.

Category Sponsor*

Association with an individual category

(except the LIVETime achievement award)

- Branding at awards
- Announcement in pre-event comms
- 2 tickets (value £400)

£4,950 +VAT

Drink Brand Sponsorship



£3,000 (Multiple Available)

Sponsors are required to provide product stock sufficient to serve 300 attendees.

Brand Visibility

- Brand visibility at all main bars and drinks stations throughout the event
- Product integration, including stock provision and serving to all guests
- Sampling opportunities during key moments of the evening (e.g. welcome drinks, afterparty)
- Logo placement across event materials, menus, and digital screens
- Social media and PR exposure in pre- and post-event coverage
- On-table branding for maximum engagement with seated guests

Tickets

2 x complimentary tickets to the awards

 Club Soda



Contact

live
AWARDS
2026



If you would like to discuss supporting The LIVE Awards 2026, please get in touch with Rupinder Virdee.

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