

Believe
Awards

BELIEVE AWARDS & SPONSOR PACK 2025

IN PARTNERSHIP WITH

pladis

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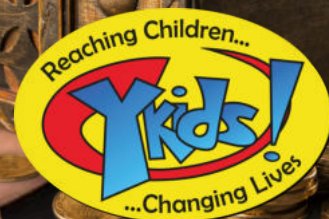
JACOBS

CARRS



PRESENTS ...

HIDDEN TREASURES



The Believe Awards

'Celebrating Merseyside's Young Heroes'

The Believe Awards is a celebration of the remarkable unsung heroes of Merseyside. Young people who are 'Hidden Treasures'. The first Ykids Believe Awards took place in 2012 and since then it has celebrated over 100 incredible young people for their compassion, determination, resilience and care of others. The purpose of the Believe Awards is to discover and celebrate these young heroes and give them the recognition they deserve.



**Believe
Awards**



The Believe Awards are open to nominations of young people aged 7-17 living in Merseyside. Our theme this year, 'Hidden Treasures' will celebrate remarkable young people who have made a difference in their community. Nominees are shortlisted to 10 young winners who will be invited, along with their families, to a spectacular event at the beautiful Titanic Hotel Liverpool on Friday 4th July, for an evening of food, entertainment, recognition and celebration.



thebelieveawards.co.uk



Introducing

'Raising World Changers'



For the last 20 years, Ykids has been working to bring hope to at risk and vulnerable young people and families in Bootle, which ranks in the top 1 and 2% most deprived in the UK. Our vision is to raise World Changers – young people who are equipped to make a difference in their own lives and the world around them.

While our heart is in our local community of Bootle, we actively work across the Merseyside region; providing innovative mentoring programmes, school projects, sports & arts initiatives, large community events, parent groups and support, a community pantry and 10 weekly clubs ranging from theatre and the arts, to life skills and sport.



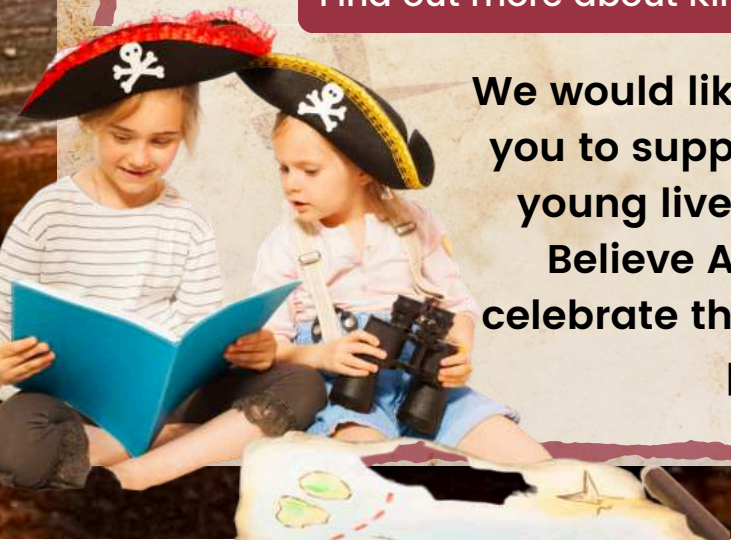
Find out more about Ykids here; ykids.co.uk

We also run an award-winning magical children's bookshop and literacy project, Kingsley and Co, which offers a Steampunk Victorian Explorer experience, discovery room, café, classrooms with immersive learning to promote literacy through the joy of story. We deliver and host the Bootle Children's Literary Festival and even have our very own working Time Machine.

Find out more about Kingsley & Co here; kingsleyandco.org



We would like to take this opportunity to invite you to support Ykids in its mission to change young lives by becoming a sponsor of The Believe Awards 2025, as we honour and celebrate the remarkable children and young people of Merseyside.



Introducing our

Headline Sponsor 2025



pladis



pladis was founded in 2016 when we brought together our core biscuit and confectionery brands under one umbrella to form a new global star: pladis. We are named after the

Pleiades constellation, a group of stars visible from anywhere on earth. As proud custodians of consumer brands with a combined heritage of 300 years, and with a team of more than 16,000 global superstars, the pladis constellation shines brightly the world over. Our Aintree site, the famous Jacobs Bakery on Long Lane have been working with the inspirational Ykids for the past six years.

We have an amazing partnership with the brilliant staff at Ykids and have supported the charity with many campaigns over the years such as their amazing Christmas Toy appeal, Easter Egg appeals, Sponsored Walks and celebrated with them on our global Make Happy Be Happy Day which takes place every November.



We have sponsored the Believe Awards since 2022 – every year has been amazing, our Leadership Team always have a fantastic night and we even had the pleasure of presenting awards to the amazing winners. It is great to see so many local inspirational young people be rewarded for their wonderful achievements.

We are over the moon to sponsor and be part of the Believe Awards event again in 2025 and are looking forward to seeing even more inspiring young people from across our community be rewarded.



pladisglobal.com



The Event

THE VENUE

This years event will be hosted in the historic Rum Warehouse in the Titanic Hotel.

There are reduced room rates for those attending the Believe Awards who wish to stay over – please get in touch with Matt for further details (mattroughley@ykids.co.uk)

Address:

Stanley Dock,
Regent Rd, Liverpool
L3 0AN

Phone:

0151 559 1444



THE PROGRAMME

6:30pm arrival

Drinks reception

Live entertainment

3 course gala dinner

The awards ceremony

Prize draw

Sweet cart &
Photo station

Event gift bags



Together we will celebrate inspiring stories of courage, fortitude and selflessness of Merseyside's amazing young people, recognising them with awards presented by our generous sponsors

Our Host



The voice of local radio airwaves at In Demand Radio, Claire Simmo is no stranger to hosting events and donning a pair of fairy wings in panto. Known for her vibrant energy and heartfelt dedication, Claire loves to sprinkle her fairy dust across any event, especially for a cause close to her heart, such as Ykids. As a proud ambassador for many years, she has witnessed the incredible impact Ykids has had on the local community.

LIVE & ENTERTAINMENT

She said this about the upcoming event, "It's wonderful to see how people BELIEVE in these youngsters and rightly so."



Word From Our CEO

Thank you so much for being a part of our mission to celebrate and value the hidden treasure of Merseyside at the 2025 Believe Awards.

The event was started as an antidote to the bad press young people often receive and instead celebrates how remarkable and selfless so many are. Often hidden from the world, these young people give of themselves every day to make a difference. Since 2012 we have recognised over 100 young people who have cared for their parents, nursed the dying, saved a life, fed the hungry and successfully campaigned for change.

In a world that struggles at times to find hope, they are a beacon and example of what can be if we care enough.

This is very much the passion of Ykids, to see children grow and reach their full potential in an environment where they feel safe and loved. We long that young people succeed in all walks of life despite their circumstances. Our aim is to raise World Changers - young people who believe in themselves and feel empowered to make a difference in the world around them.

The Believe Awards is just one of the many projects, activities, clubs and support that Ykids provides to over 6000 children every year. By becoming a sponsor of the Believe Awards you will not only be changing the lives of our winners, but also helping us to impact the lives of so many more through our ongoing work.

On behalf of all those you enable us to find hope, a safe place to be and a brighter future, Thank you.



Claire Morgans, Ykids CEO and Founder

The Awards

The Diamond Award

For someone who is strong and resilient, shining even under pressure



The Sapphire Award

For someone who brings calm and peace, always reliable in times of need

The Hidden Gem Award

For a humble hero whose quiet acts of kindness and service go unnoticed but make a significant impact



The Golden Anchor Award

For someone who is a steady, grounding force, providing support to others

The Crown Jewel Award

For someone who exemplifies leadership and inspires others with their actions



Our awards this year are focused on uncovering the hidden treasures within our community - young people who shine brightly through their actions, resilience and compassion.

The Emerald Award

For a young person who brings growth, healing, and hope to their community

The Ruby Award

For a passionate individual who puts their heart into helping others

The Pearl Award

For someone who grows through challenges, showing wisdom beyond their years



The Silver Lining Award

For a young person who finds hope and positivity even in tough circumstances



The Treasure Chest Award

For a group of young people whose talents and contributions are rich and valuable to their community



Find out more and register to become a Sponsor here;



Become A Sponsor

Our sponsorship packages include a range of both pre and post-event promotional opportunities. All sponsorship packages include social media coverage, inclusion in press releases, mention in the event brochure and post-event publicity.

We offer four tiers of sponsorship;

1. Gold
2. Silver
3. Bronze
4. Non-attending

Contact us:

If you are interested in becoming a sponsor or wish to find out any additional information:

Community Fundraiser

Matt Roughley

Email: mattroughley@ykids.co.uk

CEO – Claire Morgans

Email: clairemorgans@ykids.co.uk

or visit our sponsorship page at:

www.thebelieveawards.co.uk/sponsor
to express your interest in becoming a sponsor.





£2500

GOLD Sponsorship

A table for 10 guests

- Named as an official sponsor/partner and use of your branding on all printed materials for the event
- Opportunity to be on the judging panel
- Opportunity to present an award of choice to a prize winner
- Featured on our partners page on our websites
- Featured on our social media leading up to the event
- 3 tickets for a pre-event Meet & Greet
- Featured in the event programme
- Opportunity to provide branded bag inserts for event party bags
- Drinks reception upon arrival
- 3 course dinner with accompanying wine
- Live entertainment throughout the evening
- A glass sponsor trophy
- Personalised event highlights video
- A post-event exclusive afternoon tea at Kingsley & Co for 10 people www.kingsleyandco.org





£1700

SILVER Sponsorship

A table for 10 guests

- Named as an official sponsor/partner and use of your branding on all printed materials for the event
- Represented on our partners page on our websites
- Featured on our social media leading up to the event
- 2 tickets for a pre-event Meet & Greet
- Featured in the event programme
- Opportunity to provide branded bag inserts for party bags
- Drinks reception upon arrival
- 3 course dinner with accompanying wine
- Live entertainment throughout the evening
- A glass sponsor trophy





£1000

BRONZE Sponsorship

A table for 5 guests

- Named as an official sponsor/partner and use of your branding on all printed materials for the event
- Represented on our partners page on our websites
- Featured on our social media leading up to the event
- 1 ticket for a pre-event Meet & Greet
- Acknowledged in the event programme
- Opportunity to provide branded bag inserts for event party bags
- Drinks reception upon arrival
- 3 course dinner with accompanying wine
- Live entertainment throughout the evening
- A glass sponsor trophy





Non-Attending Sponsorship

Can't make it? There's still ways to support. Purchasing a non-attending sponsor pack allows you to support the Believe Awards and the wider work of Ykids.

£1000

Sponsor the pre-event Meet & Greet

£500

Sponsor your choice of Welcome Drinks / Entertainment / Party Bag & Favours / Sweet Table & Photo Booth

This also includes;

- Named as an official sponsor/partner and use of your branding on all printed materials for the event
- Represented on our partners page on our websites
- Featured on our social media leading up to the event
- Opportunity to provide branded bag inserts for event party bags
- Acknowledged in the event programme
- A glass sponsor trophy



Believe Awards



Register your interest to become a sponsor here;



Sponsorship Form

Contact Name: _____

Company: _____

Address: _____

Postcode: _____

Mobile/Tel: _____

Email: _____

Socials: _____



STAY IN TOUCH

Contact us:

Ykids, 98a Linacre Lane, Bootle, L20 6ES

Telephone: 0151 944 2111

Socials:

Facebook:
@ItstheYkids

Instagram:
@ykidsbootle

LinkedIn
Ykids Limited

X (Twitter)
@Ykids_Charity

Email:

Matt Roughley,
Community Fundraiser
mattroughley@ykids.co.uk

Claire Morgans, CEO
clairemorgans@ykids.co.uk

www.ykids.co.uk
www.thebelieveawards.co.uk



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