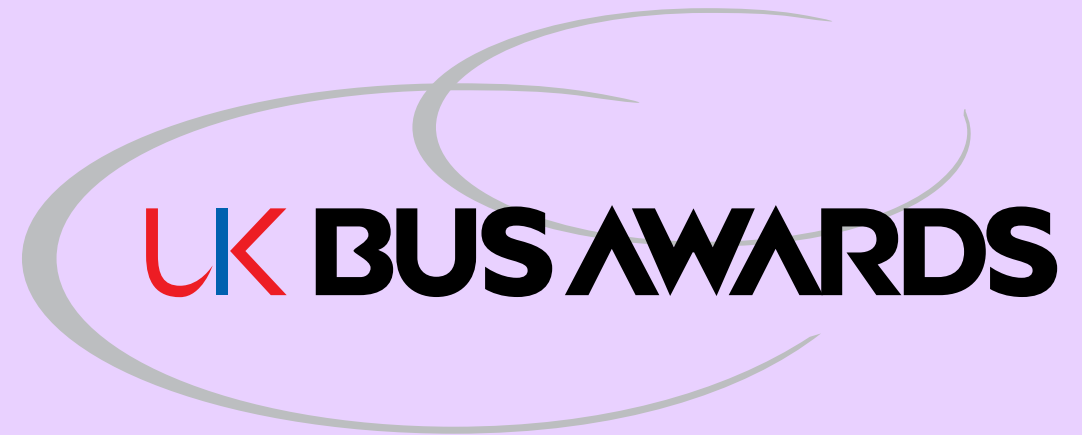


Sponsoring passenger transport's premier award scheme



RECOGNISING REWARDING INSPIRING



www.ukbusawards.org.uk

The UK Bus Awards

Recognising, Rewarding and Inspiring
for over 25 years

Founded in 1996, the UK Bus Awards are designed to

- Help drive professional standards upwards
- Improve the customer experience
- Help communicate the industry's positive story.

Recognition at all levels

The annual competition recognises and rewards excellence and good practice in the planning, provision and promotion of local bus services in the UK and seeks to inspire others to follow the winners' example.

The scheme offers awards for:

- Operational Excellence
- Technical & professional excellence
- Individual achievement by members of staff at all levels.

Unique Business Model

UK Bus Awards is run by and for the industry, and is owned and run by a special purpose, not for dividend company that reinvests any surplus from the scheme in projects devoted to promoting excellence in passenger transport.

LEFT: Safiyah Saiyed from what is now First Bus London, winner of the Gold Award for Manager of the Year in 2024 receives her reward from BBC newsreader Jane Hill (left) and Robert Jack from Passenger Transport magazine. Being asked to announce the results on stage is an excellent way to raise your profile as an Award Sponsor.

RIGHT: Sponsors are extensively credited during the ceremony, including large banners either side of the main stage.



Battery-electric buses, such as this example built for First Bus in Portsmouth by UK manufacturer Wrightbus, are key to the industry's drive to decarbonise its networks.

Our Judging - independent and impartial

Our criteria and judging processes are designed to be as **independent and objective** as possible. The process involves **some 40 volunteer experts**.

In service delivery categories, the judges' verdicts are tested by 'mystery traveller' checks to ensure that service delivery on the ground meets our standards.





Donnette Miller from Shepherd's Bush Garage, now First Bus London was gold winner of the Luke Rees-Pulley Award for Top London Bus Driver in 2024. She is photographed against a backdrop of sponsor logos.

Sponsorship: the Case for Investment

Opportunities to build your brand and achieve a solid return

An Essential Tool

Sponsorship will help to deliver your marketing strategy by:

- creating awareness
- building customer networks
- placing your brand at the heart of an industry community.

Our packages are designed to maximise your benefits, ensuring that we deliver a return on your investment.

Becoming a UK Bus Awards sponsor will enable you to:

- promote directly to buyers and key decision-makers
- build customer relationships using corporate hospitality
- widen customer contacts through networking at our events
- gain online exposure through UKBA's extensive web and social media presence
- be associated with a high-quality, popular event.

Flexible Packages

We offer a range of packages; prices start from less than £1,000. We can tailor-make a package for specially for you. Packages include:

- **Award Sponsor**, links you with a named category, including on-stage announcement of the winner
- **Supporter**, offering high-quality corporate hospitality at the annual ceremony, plus logo display and credits in award literature. Ideal for SMEs
- **Patron**, open to operators and others who wish to support the scheme, but still enter or win awards. Offers corporate hospitality, branding and other benefits.

How to become a sponsor

Please contact: **David Warrilow**, UK Bus Awards.

Telephone: **0330 010 3467** Mobile: **07714 191111**

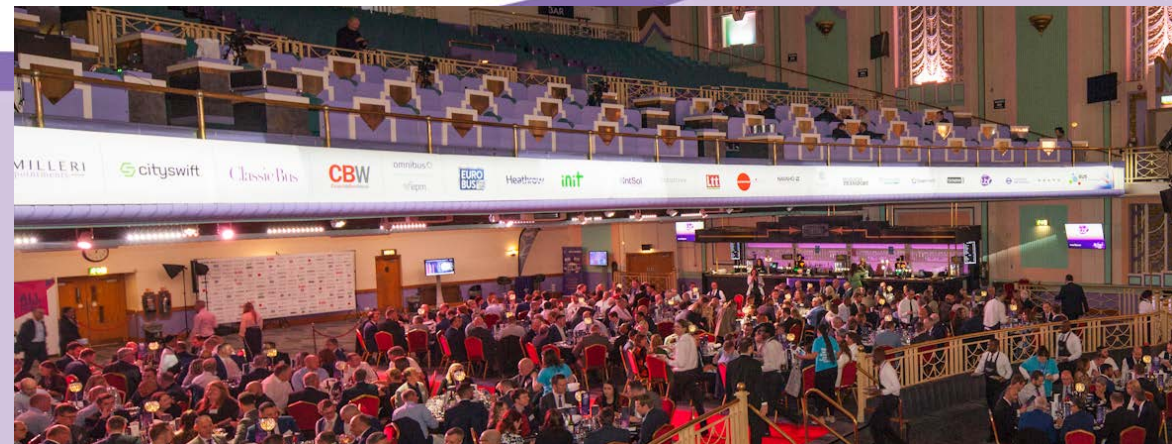
E-mail: david.warrilow@transporteventsgroup.co.uk

Web: www.ukbuswards.org.uk



LEFT: Troxy - the spectacular art deco building that's been home to the Awards since 2017.

RIGHT: Sponsor banners prominently displayed in the venue for the ceremony.



About the Organisation

The awards are owned and run by The Bus Industry Awards Limited (BIA). This is an independent not-for-dividend company especially set up to own and run the awards for the benefit of the industry. BIA is wholly owned by Transport Events Group (TEG).

Organisation of the awards is supported by an Advisory Panel of event and PR professionals, industry and consumer representatives. They work with the directors on key decisions about the scheme, including award categories, judging and venues/formats.

TEG organises and administers the awards and runs the event. The same team organised the UK Coach Awards and runs the Young Bus Professionals conferences.



Awards Calendar

The awards calendar each year is built around four main stages:

- **Nominations**
open in May and close in late July
- **Judging**
takes place in August and early September
- **Shortlist Announcement**
performed either in person or online via social media during October
- **Presentation Ceremony**
at a lunchtime event in late November at a prestigious London venue