



FITNESS
BRITISH
AWARDS
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SPONSORSHIP PACK

Welcome to the 11th Annual British Fitness Awards!
This year promises to be the biggest and best yet, setting a new benchmark for British fitness. Covering the entire UK, we are thrilled to showcase the incredible talent and dedication within our fitness community.

With amazing sponsors on board, this event will highlight the achievements and innovations that are shaping the future of fitness. We are also excited to announce that our 2025 sponsor package is now available, offering fantastic opportunities for those looking to support and be part of this prestigious event.

Join us in celebrating excellence in fitness and the inspiring individuals who make it all possible



2024 was our most interactive year with

Nominations - 291,258
Longlist votes - 1,283,634
Shortlist votes - 2,920,269

We at BFA are transparent on what we offer, what we cannot guarantee are any financial gain but we can guarantee maximum exposure to showcase your brand, product and services.

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Award categories

Industry Newcomer Award

The Industry Newcomer Award celebrates the achievements of a fitness business that has been operational for less than two years as of the date of the awards ceremony. This category recognises the innovation, impact, and growth of new entrants in the fitness industry. Nominees in this category have demonstrated exceptional dedication, creativity, and potential in their early stages, contributing significantly to the fitness community and setting a high standard for future newcomers.

Independent Newcomer Award

The Independent Newcomer Award honours the achievements of an individual who has entered the fitness industry independently and has been operational for less than two years as of the date of the awards ceremony. This category recognises the passion, innovation, and impact of new independent fitness professionals. Nominees in this category have shown exceptional dedication, creativity, and potential, making significant contributions to the fitness community and setting a high standard for future independent newcomers.

Active Schools Award

The Active Schools Award recognises primary or secondary schools that excel in promoting physical activity among their students. This award celebrates schools that have successfully integrated regular physical activity into their curriculum and extracurricular programs, fostering a culture of health and fitness. Nominees in this category demonstrate innovative approaches to engaging students in physical activities, contributing to their overall well-being and academic success.

Member Achievement Award

The Member Achievement Award celebrates the outstanding accomplishments of individual fitness members who have demonstrated exceptional dedication, perseverance, and progress in their fitness journey. This award recognises those who have overcome significant challenges, achieved remarkable personal goals, or inspired others within their fitness community. Nominees in this category exemplify the transformative power of fitness and serve as role models for others striving to improve their health and well-being.

Sports Therapist Award

The Sports Therapist Award recognises and celebrates the achievements of sports therapists who have demonstrated excellence in their practice. This award is open to all sports therapists who have made significant contributions to the fitness industry through their dedication, skill, and innovative approaches to therapy. Nominees in this category have shown exceptional commitment to improving the health and performance of their clients, setting a high standard for the profession.

Fitness Manager Award

The Fitness Manager Award honours the exceptional leadership and management skills of fitness managers who have made significant contributions to their facilities and the broader fitness community. This award recognises individuals who have demonstrated outstanding innovation, dedication, and effectiveness in managing fitness operations, enhancing member experiences, and driving the success of their teams. Nominees in this category set a high standard for excellence in fitness management and inspire others through their commitment and achievements.

Supplement Provider Award

The Supplement Provider Award recognises excellence in the provision of high-quality supplements within the fitness industry. This award is open to companies that have demonstrated outstanding commitment to product innovation, safety, and efficacy. Nominees in this category have made significant contributions to the health and performance of their customers, setting a benchmark for quality and reliability in the supplement market.

Training Provider Award

The Training Provider Award celebrates the excellence of fitness training providers who deliver outstanding educational services to their clients. This award recognises organisations that have demonstrated consistent high quality, innovation, and effectiveness in their training programs. Nominees in this category have made significant contributions to the professional development of fitness professionals, setting a benchmark for excellence in the industry.

Healthy Eating Company Award

The Healthy Eating Company Award celebrates companies that have made significant contributions to promoting healthy eating within the fitness industry. This award recognises businesses that provide high-quality, nutritious food options and have demonstrated a commitment to improving the health and well-being of their customers. Nominees in this category have shown innovation, dedication, and excellence in their efforts to make healthy eating accessible and appealing.

Nutritionist Award

The Nutritionist Award honours the exceptional contributions of nutritionists who have significantly impacted the fitness industry. This award recognises individuals who have demonstrated outstanding expertise, innovation, and dedication in the field of nutrition. Nominees in this category have made notable strides in promoting healthy eating habits, providing valuable nutritional guidance, and enhancing the overall well-being of their clients. Their work sets a high standard for excellence in nutrition and inspires others in the industry.

LGBTQ+ Award

The LGBTQ+ Award celebrates individuals or organisations within the fitness industry who have made significant contributions to the LGBTQ+ community. This award recognises those who have demonstrated outstanding dedication, advocacy, and support for LGBTQ+ inclusion and representation in fitness. Nominees in this category have shown exceptional commitment to creating a welcoming and inclusive environment, inspiring others through their efforts to promote equality and diversity.

Athleisure Award

The Athleisure Award celebrates companies that excel in the design, production, and promotion of athleisure wear. This award recognises brands that have successfully merged fashion with functionality, creating apparel that supports an active lifestyle while maintaining style and comfort. Nominees in this category have demonstrated innovation, quality, and a strong commitment to meeting the needs of fitness enthusiasts and everyday consumers alike.



Award categories

Fitness Brand Award

The Fitness Brand Award celebrates companies that have made a significant impact in the fitness industry through their innovative products, services, and marketing strategies. This award recognises brands that have successfully built a strong identity and loyal customer base by consistently delivering high-quality offerings that enhance the fitness experience. Nominees in this category have demonstrated excellence in brand development, customer engagement, and industry influence, setting a benchmark for others to follow.

Fitness Influencer Award

The Fitness Influencer Award celebrates individuals who have made a significant impact on the fitness community through their online presence and social media platforms. This award recognises influencers who have demonstrated exceptional dedication, creativity, and authenticity in promoting fitness, health, and well-being. Nominees in this category have inspired and motivated their followers, contributing to a positive and supportive fitness culture.

Paul McHugh Award

The Paul McHugh Award honours individuals or teams who have made significant contributions to promoting fitness within community groups, OAP homes, other community-based environments and charity achievements. This award recognises those who have demonstrated exceptional dedication to community outreach and charity fundraising, using fitness as a tool to enhance the well-being and quality of life for diverse populations. Nominees in this category have shown outstanding commitment to making fitness accessible and beneficial to all, setting a high standard for community engagement and impact.

Mental Health Advocate Award

The Mental Health Advocate Award honours individuals or teams who have made significant contributions to promoting mental health awareness and support within the fitness industry. This award recognises those who tirelessly share their stories, provide support, and advocate for mental health, often taking personal risks to show vulnerability and encourage others. Nominees in this category have demonstrated exceptional dedication to improving mental health and well-being, inspiring others through their advocacy and actions.

Inclusive Sports Group Award

The Inclusive Sports Group Award recognises sports groups that have demonstrated an exceptional commitment to inclusivity and diversity in their activities. This award celebrates groups that have gone above and beyond to create an environment where all members, regardless of their background, ability, or identity, feel welcomed and valued. Nominees in this category have shown outstanding dedication to promoting equality and ensuring that everyone has the opportunity to participate in sports and fitness activities.

Sports Group Award

The Sports Group Award recognises the best sports group in the UK fitness industry. This award celebrates groups that have made significant contributions to the industry through their dedication, innovation, and impact on their members. Nominees in this category have demonstrated excellence in providing high-quality services, fostering a supportive and inclusive environment, and promoting physical activity and well-being. Their efforts have set a benchmark for others to follow in the fitness community.

Sports Coach Award

The Sports Coach Award honours coaches who have demonstrated exceptional skills, dedication, and impact in training athletes and helping them achieve their goals. This award recognises individuals who have shown outstanding commitment to their athletes' development, employing innovative techniques and fostering a positive, motivating environment. Nominees in this category have made significant contributions to the fitness community, setting a high standard for coaching excellence.

Fitness Event Award

The Fitness Event Award celebrates outstanding fitness events that have made a significant impact on the fitness community. This award recognises events that have demonstrated exceptional organisation, innovation, and engagement, providing participants with memorable and inspiring experiences. Nominees in this category have successfully promoted physical activity, community involvement, and overall well-being through their events, setting a high standard for excellence in the fitness industry.

Health and Wellbeing Provider Award

The Health and Wellbeing Provider Award recognises companies that have demonstrated excellence in delivering health and wellbeing services within the fitness community. This award celebrates organisations that have shown outstanding commitment to improving the physical and mental health of their clients through innovative programs, high-quality services, and a holistic approach to wellbeing. Nominees in this category have made significant contributions to enhancing the overall health and quality of life of their clients, setting a benchmark for excellence in the industry.

Staff Member Award

The Staff Member Award recognises the exceptional contributions of individual staff members within the fitness industry. This award celebrates those who have demonstrated outstanding dedication, professionalism, and impact in their roles. Nominees in this category have gone above and beyond in their duties, providing excellent service, fostering a positive environment, and significantly contributing to the success of their organisation. Their commitment and hard work set a high standard for excellence in the fitness community.

Fitness Presenter Award

The Fitness Presenter Award celebrates the most talented and inspiring fitness presenters in the UK. This award recognises individuals who have demonstrated exceptional skill, creativity, and charisma in delivering fitness content. Nominees in this category have made a significant impact on their audiences, motivating and educating them through engaging presentations, classes, or online content. Their dedication to promoting fitness and well-being sets a high standard for excellence in the industry.

Aqua Based Workout Award

The Aqua Based Workout Award recognises the best workout featuring water-based exercises. This award celebrates innovative and effective fitness programs that utilise the unique properties of water to enhance physical activity. Nominees in this category have demonstrated excellence in designing and delivering aqua workouts that improve cardiovascular health, strength, flexibility, and overall well-being. Their programs set a high standard for creativity and effectiveness in the fitness industry.



Award categories

HIIT Based Workout Award

The HIIT Based Workout Award recognises the best workout featuring high-intensity interval training (HIIT) exercises. This award celebrates programs that have demonstrated exceptional effectiveness, innovation, and engagement in delivering high-intensity workouts. Nominees in this category have shown excellence in designing and implementing HIIT routines that significantly improve cardiovascular health, strength, and overall fitness. Their programs set a high standard for intensity, efficiency, and results in the fitness industry.

Combat Based Workout Award

The Combat Based Workout Award recognises the best workout featuring combat-based exercises. This award celebrates programs that have demonstrated exceptional effectiveness, innovation, and engagement in delivering combat-style fitness routines. Nominees in this category have shown excellence in designing and implementing workouts that improve strength, agility, and overall fitness through combat techniques. Their programs set a high standard for creativity and results in the fitness industry.

Dance Based Workout Award

The Dance Based Workout Award recognises the best workout featuring dance-based exercises. This award celebrates programs that have demonstrated exceptional creativity, effectiveness, and engagement in delivering dance-inspired fitness routines. Nominees in this category have shown excellence in designing and implementing workouts that combine the joy of dance with the benefits of physical fitness, setting a high standard for innovation and enjoyment in the fitness industry.

Holistic Based Workout Award

The Holistic Based Workout Award recognises the best workout programs that take a comprehensive approach to fitness, integrating physical, mental, and emotional well-being. This award celebrates programs that combine various elements such as mindfulness, yoga, strength training, and cardiovascular exercises to create a balanced and holistic fitness experience. Nominees in this category have demonstrated excellence in designing and delivering workouts that promote overall health and well-being, setting a high standard for innovation and effectiveness in the fitness industry.

Local Authority Gym Award

The Local Authority Gym Award recognises local authority gyms that have demonstrated exceptional performance in the fitness industry. This award celebrates facilities that have shown outstanding innovation, customer service, and overall excellence. Nominees in this category have made significant contributions to their communities by providing accessible, high-quality fitness services and fostering a supportive and inclusive environment for all members.

Gym Award

The Gym Award recognises the outstanding achievements of gyms that have demonstrated exceptional performance in the fitness industry. This award celebrates facilities that have shown innovation, excellence in customer service, and overall operational success. Nominees in this category have made significant contributions to their communities by providing high-quality fitness services and fostering a supportive and inclusive environment for all members.

Male Fitness Trainer of the Year

The Male Fitness Trainer of the Year award celebrates outstanding male trainers who have demonstrated exceptional performance in the fitness industry. This category recognises trainers who have shown innovation, dedication, and excellence in their field. Nominees are evaluated based on their ability to inspire and motivate clients, their commitment to continuous professional development, and their contributions to the fitness community. Whether through innovative training techniques, exceptional customer service, or impactful community involvement, these trainers set the standard for excellence in fitness training.

Female Fitness Trainer of the Year

The Female Fitness Trainer of the Year award honours exceptional female trainers who have made significant contributions to the fitness industry. This category highlights trainers who excel in delivering innovative and effective training programs, providing outstanding customer service, and demonstrating a strong commitment to their clients' health and well-being. Nominees are recognised for their ability to inspire and empower clients, their dedication to professional growth, and their positive impact on the fitness community. These trainers exemplify the highest standards of professionalism and excellence in fitness training.

Male Personal Trainer of the Year

The Male Personal Trainer of the Year award recognises outstanding male personal trainers who have demonstrated exceptional performance in the fitness industry. This category celebrates trainers who excel in delivering personalised and effective training programs, providing exceptional customer service, and showing a strong commitment to their clients' health and fitness goals. Nominees are evaluated based on their ability to inspire and motivate clients, their dedication to continuous professional development, and their contributions to the fitness community. These trainers set the benchmark for excellence in personal training.

Female Personal Trainer of the Year

The Female Personal Trainer of the Year award honours exceptional female personal trainers who have made significant contributions to the fitness industry. This category highlights trainers who excel in creating innovative and effective training programs, offering outstanding customer service, and demonstrating a strong commitment to their clients' well-being. Nominees are recognised for their ability to inspire and empower clients, their dedication to professional growth, and their positive impact on the fitness community. These trainers exemplify the highest standards of professionalism and excellence in personal training.



Award categories

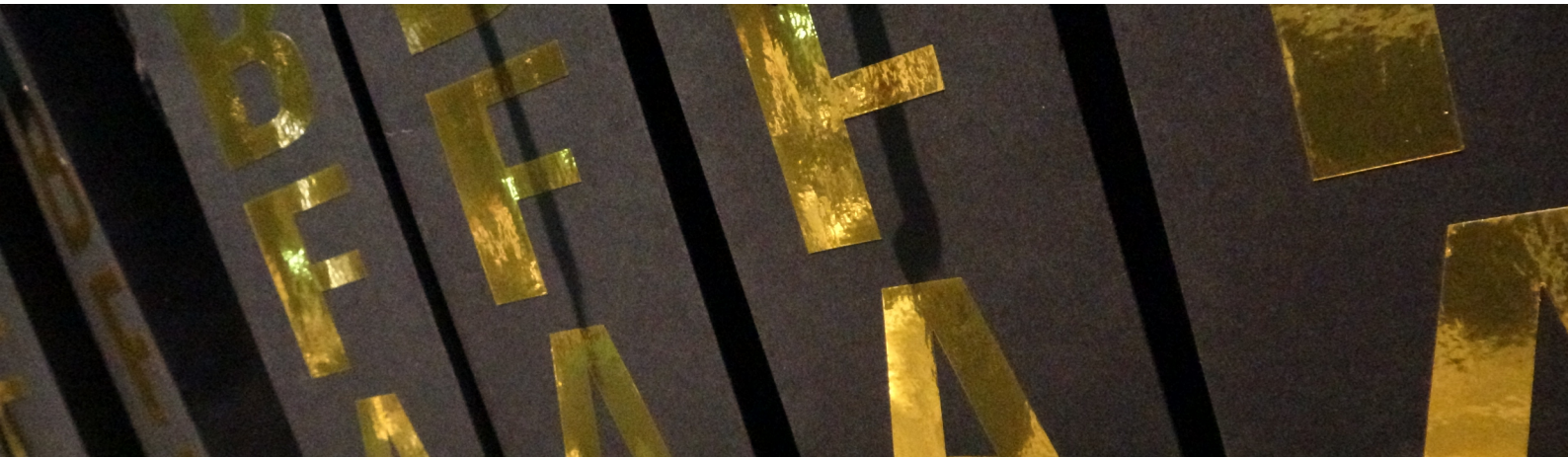
Pride of Fitness Award

The Pride of Fitness Award celebrates individuals or teams who have made an extraordinary impact on the fitness community through their dedication, passion, and commitment to promoting health and well-being. This category honours those who have gone above and beyond to inspire others, overcome significant challenges, or contribute to the fitness industry in a meaningful way. Nominees are recognised for their exceptional achievements, whether through innovative fitness programs, community outreach, or personal triumphs that have motivated and empowered others. This award highlights the true spirit of fitness and the positive influence it can have on people's lives.

British Fitness Personality of the Year

The British Fitness Personality of the Year award celebrates the most outstanding fitness personality in the UK. This category recognises individuals who have demonstrated exceptional performance in the fitness industry through innovation, customer service, and overall excellence. Nominees are evaluated based on their ability to inspire and motivate others, their contributions to the fitness community, and their dedication to promoting health and well-being. This award honours those who have made a significant impact on the fitness industry and have become influential figures through their passion and commitment to fitness.

If you want to be an award sponsor, once we receive your interest form via our website, we will forward you the available awards list.



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ASSOCIATE SPONSOR (1 AVAILABLE)

£3000

This package includes
British Fitness Awards In Association with 'Your Company Name'
10 tickets to awards evening
£200 drinks tab
Full-page on back of brochure
Company video played at awards (Additional Charge if one needs making)
Branding on all awards
Branding on all visual, printing & media material
Logo with link on BFA website
Display branded material at the awards (at your cost)
Logo on screen during awards evening

PRINTING SPONSOR (1 AVAILABLE)

£1000

This package includes
2 tickets to awards evening
Full-page advert in brochure
Logo with link on BFA website
Branding on all visual, printing & media material
Logo on screen during awards evening

AWARD SPONSOR

£300

This package includes
2 tickets to awards evening
Company name on your selected sponsored award
Branding on all visual, printing & media material
Opportunity to present your selected award
Logo with link on BFA website

TAILORED TO YOUR BUDGET

We can bespoke the right sponsorship to suit you,
please contact us to discuss further.

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