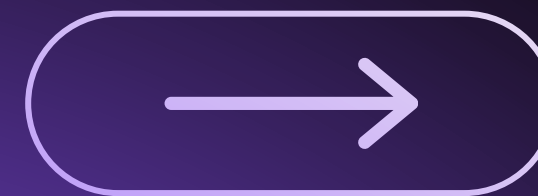




Young Music Boss Awards
2025 Invitation to
Sponsor.

www.ymbawards.co.uk | [@ymbawards](https://www.instagram.com/ymbawards)



ABOUT YMBA.

The Young Music Boss Awards celebrate and recognise the next generation of music executives, innovators, and decision-makers behind the scenes who are driving the music industry forward. These awards honour industry leaders under the age of 35 who are shaping the future of music through innovation, creativity, and business excellence



WHY PARTNER WITH US?

- **Access to Future Industry Leaders:** Connect your brand with music's most influential rising leaders.
- **Unparalleled Brand Visibility:** Be seen on stage, in media, and in social content.
- **Network with Key Stakeholders:** Engage with influential decision-makers in music and media.
- **Brand Alignment:** Position your brand as a champion of innovation, leadership, and creativity.

WHO YOU WILL REACH ?

The future of the music industry depends on the leadership and creativity of young executives. Platforms, brands, and labels that invest in these trailblazers will drive the next wave of music innovation, growth, and cultural influence.

Audience

- **35%** Music Executives: Future leaders shaping global music strategy, A&R, label management, and business growth.
- **25%** Creatives & Producers: The decision-makers behind production, sync deals, and viral hits on platforms like TikTok and YouTube.
- **20%** Media & Press: Music journalists, content creators, and media brands amplifying the voices of young executives.
- **20%** Brand Partners & Sponsors: Companies and organizations interested in engaging with the new wave of music leadership.





WHY INVEST IN YOUNG EXECUTIVES ?

Today's young music executives are tomorrow's industry leaders. They are shaping the culture, driving creativity, and setting trends that influence billions of fans worldwide. Supporting them gives your brand access to this cultural shift.

60% of music consumption is led by Gen Z & Millennials

30% indie growth led by young executives & entrepreneurs

£20.4B global music revenue growth (9% CAGR) hugely attributed to the digital landscape shaped by Young Execs & new media

80% music discovery happens on TikTok, Youtube & Instagram

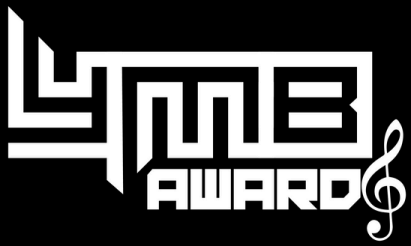
THE OG PACKAGE.

£20,000 - £40,000

You can be the star of the show!

PRE-EVENT

- Bespoke sponsorship announcement across all channels including an outline of your involvement in our e-newsletter going out to over 2,000 members
- Branding on e-mail signatures and all written communications relating to YMBA - including marketing and press materials
- Dedicated sets of social media campaigns, mentions and regular content sharing across all channels
- High visibility branding across the website and designated company landing section
- Invitation for senior member to join the voting committee
- Opportunity to engage and work towards all awards show programming
- Invitation to all activities before and during the event, meet all key stake holders and offering personal introductions where possible
- Develop an interactive way to communicate your company's key objectives or services to our guests, nominees and YMB network



EVENT DAY & POST- EVENT

- Branding throughout all tangible promotional materials, including signage, e-tickets, lectern, onscreen presentations and designated section in event program
- In venue activation for your brand, e.g. digital stands, booths, video advertising etc.
- Agreed, bespoke interactive communications / activities to communicate your brand / service objectives to all guests in attendance
- Name checks throughout the ceremony, where possible
- Photo and interview opportunities with all guests and nominees
- Presentation of a non-committed awards category
- Continued mentions and brand visibility in all post-event press materials
- 8 x Live guest tickets 8 x virtual tickets if live streamed
- Company branding to remain on website and all marketing materials associated with YMBA until promotions for the following year commence



THE CONNECT PACKAGE.

£5,000

Your opportunity to stand for something!

CATEGORY

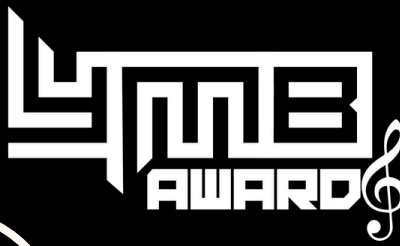


PRE-EVENT

- Bespoke sponsorship announcement across all channels including an outline of your involvement in our e-newsletter going out to over 3,000 members
- Dedicated sets of social media campaigns, mentions and regular content sharing across all channels – where category is mentioned
- High visibility branding across the website where category is mentioned and company blurb link, press and marketing material
- Invitation for senior member to join the voting committee
- Invitation to all activities before and during the event, meet all key stake holders and offering personal introductions where possible

EVENT DAY & POST- EVENT

- Brand name and logo in prime positioning during the presentation of the respective category award.
- A representative of your company to present the award.
- Your company name printed on the Awards trophy for the respective category
- 5 Selected guest passes
- Category winner interview and photography rights



THE *PLUG* PACKAGE.

££ VALUE-IN-KIND

Stand out from the crowd by owning your own space. Imagine your brand as the center of attention in one of these categories?



HOST OUR PRE OR POST
EVENT **PARTY**.



BECOME A **MEDIA**
PARTNER.



BECOME AN
ENTERTAINMENT
PARTNER.



BECOME A **DRINKS** /
CATERING PARTNER.

THE CO-D PACKAGE.

££ INVESTMENT NEGOTIABLE

Become a strategic partner, if you don't want a one night stand!

As a strategic partner our relationship will be flexible, long-term and contain bespoke elements which we can both build on to leverage our needs for growth. This is a relationship built with longevity in mind, alongside partners who believe in the evolution and are in for the ride. You grow as we grow, the louder we become, the louder you become.

In other words; let's ride or die.





Help the movement, move
THANK YOU.