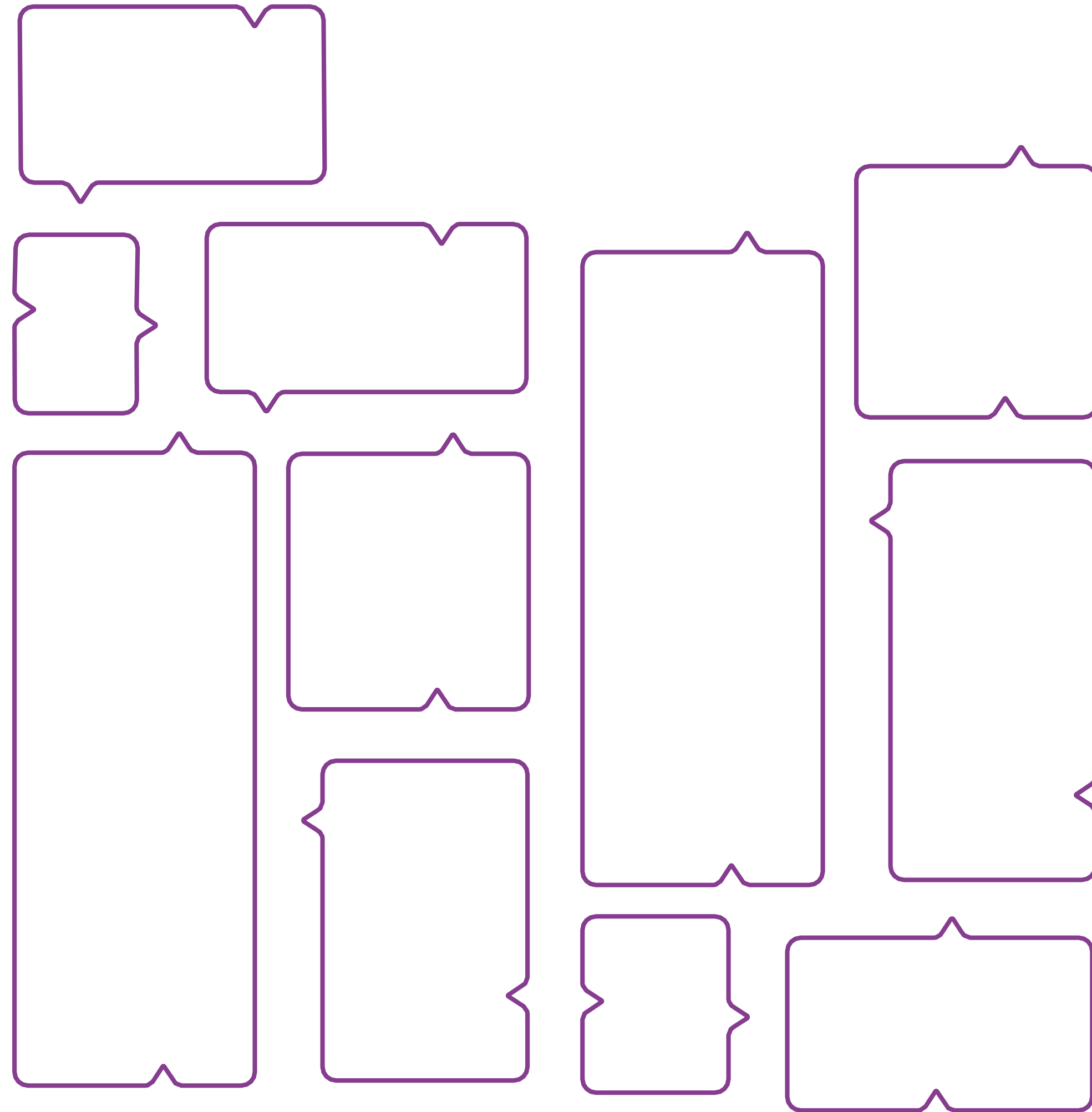




Celebrating Family- Friendly Champions Sponsorship Opportunities

The Working Families Best Practice Awards 2026

Celebrating the UK's most family-friendly employers

17 years of recognising excellence - shining a spotlight on organisations championing flexibility and support for parents and carers.

Going beyond compliance - rewarding innovative practices that boost productivity, wellbeing, and business success.

Inclusive workplaces - winners create environments where everyone can thrive, regardless of role or caring responsibilities.

The 2026 campaign is a six-month programme running Dec 2025 – June 2026, culminating in a **prestigious London event**.

The campaign engages thousands of senior leaders, HR, D&I professionals, and policymakers and offers sponsors high visibility and the chance to shape the future of work.

“The Best Practice Awards is a brilliant and inspiring event that we’re delighted to be a part of – it recognises and celebrates employers who are making an impact on their employees' lives and doing what they can to support them in a meaningful way.”

Emma Glass, Group Head of Employee Experience, Arnold Clark



workingfamilies.org.uk

NEW for 2026: Celebrating Family-Friendly Champions

This year, the Working Families will evolve the Best Practice Awards event into a broader celebration of all employers, partners and advocates who are championing family-friendly, flexible and inclusive workplaces across the UK.

While the awards will continue to recognise outstanding examples of best practice, the event will spotlight the wider movement and those organisations and individuals driving change for working parents and carers every day.

Alongside the awards ceremony, the event will:

- ♥ Recognise corporate partners, advocates and policy champions who have contributed to positive change.
- ♥ Hear from real parents and carers on their experiences of family-friendly workplaces
- ♥ Showcase Family Friendly Workplace (FFW) accredited employers and top fundraisers
- ♥ A Family Friendly Workplace stand where guests can learn more about our latest certification programme

By widening the focus beyond individual winners, the event will celebrate the collective progress and leadership of all those creating workplaces where families can thrive.

Categories

The Best Practice Awards feature a range of categories celebrating a wide variety of ways employers can support their people. The categories for 2026 are:

- Best for Mothers
- Best for Fathers
- Best for Carers & Eldercare
- Best Family Network
- Best for All-Round Flexibility
- Best Small Employer
- Best for Supporting Wellbeing
- Best for Supporting Different Pathways to Parenthood
- Family-Friendly Champion of the Year

“Sponsoring the Working Families Best Practice Awards aligns perfectly with our mission to champion progressive HR practices that support working families and create real, lasting change. These awards shine a spotlight on those who truly value and support their people, setting a benchmark for others to follow.”

Denise Keating, CEO, Umbrella HR



Reach & influence

The Best Practice Awards are a prestigious, long-standing fixture in the UK employer calendar, recognised for celebrating excellence in flexible and family-friendly working.

Our campaign reaches over **13,500 professionals** including senior executives, HR and D&I leaders, parents, carers, and policymakers, plus thousands more through our extended networks and media partners.

Nominations attract a diverse range of employers, from innovative SMEs to global brands, ensuring broad sector representation and high-profile visibility.

The awards ceremony welcomes distinguished guests and celebrates nominees and winners from leading organisations such as **Arnold Clark**, **Bank of England**, **bp**, **British Heart Foundation**, **Grant Thornton LLP**, **HSBC**, **Lloyds Banking Group**, **Microsoft UK**, and the **Royal Air Force**.

New for 2026 We are seeking networking and media partners, and digital sponsors to amplify our reach, and offering exclusive content opportunities to create even greater impact for our sponsors.

Working Families

Best Practice
Awards

Recent sponsors
include:

Arnold Clark **Schroders**



Fertifa⁺



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Sponsorship opportunities

Headline Sponsor: Top placement for your organisation as headline sponsor in all campaign activity.

Category Sponsor: Sponsor an award category most relevant to your organisation.

Media Partner: Collaborate with HR and business media outlets for event coverage, interviews, and post-event features.

Networking Sponsor: Sponsor the networking reception.

Digital Sponsor: Sponsor all online before and after event promotion, including webpage, e-newsletters and recording.

Content Partner: Co-create thought leadership pieces, webinars, or LinkedIn Lives with Working Families.

“The awards are recognition of the brilliant work that bp and the Working Families group do each day to create an environment where working families can thrive.”
Lex, Committee Member, bp

Headline Sponsor

Overview & visibility

Top placement for your organisation across all campaign activity.

Logo prominently displayed on campaign webpages, entry pages, and event booking platform.

Logo featured on all social and marketing collateral.

Listed as 'Headline Sponsor' on press releases and announcements, with the option for a quote from your spokesperson.

Named as 'Headline Sponsor' on the event stage, programme, and website.

Opportunity to provide branded materials for attendee gift bags.

Strategic benefits

Speaking opportunity at the main event or opening remarks.

Exclusive access to guests, finalists, and award winners.

Two tickets to the awards event, providing networking opportunities.

Strong alignment with Working Families' mission as a visible supporter of family-friendly workplaces.

Category Sponsor

Overview & visibility

Sponsor a specific award category most relevant to your organisation.

Logo featured in category materials and on-stage during the award announcement.

Recognition in event programme, website, and social media for that category.

Direct visibility to finalists, high-profile employers, and attendees interested in your sector.

Opportunity to provide branded materials for attendee gift bags.

Strategic benefits

Opportunity to present the award or give short remarks.

Priority access to finalists for networking and business development.

Media partner

Overview & visibility

Recognition as the Official Media Partner across all event communications.

Logo featured on event webpages, programme, and social media posts.

Access to award finalists, winners, and event activities for potential stories and interviews.

Mention in press releases and post-event coverage as the media partner.

Exposure to HR professionals, employers, and business audiences via Working Families' network and event content.

Opportunity to provide branded materials for attendee gift bags.

Strategic benefits

Ability to provide event coverage, interviews, or feature articles in your own media channels.

Opportunity to position your outlet as a trusted source of HR/business news and thought leadership.

Access to exclusive content (case studies, award winners, keynote speakers) for editorial purposes.

**Typically structured as a contra/in-kind partnership, giving your outlet content while supporting the event.*

Network sponsor

Overview & visibility

Event branding including banners, signage, and 'Networking Reception powered by (sponsor)'.

Recognition in event communications and social media highlighting your sponsorship.

Connect with all award finalists, winners, and attending employers.

Opportunity to provide branded materials for attendee gift bags

Strategic benefits

Brief welcome or remarks at the networking session.

Branded table/space to engage directly with attendees.

Complimentary invitations to attend and network.

Recognition as a 'champion of family-friendly workplaces'.

Digital sponsor

Overview & visibility

Branding on all online promotion including event webpage, e-newsletters, and social media campaigns.

Logo on recording of event and any online highlights.

Recognition in pre-event and post-event digital communications.

Exposure to Working Families' digital network of employers, HR professionals, and policy stakeholders.

Opportunity to provide branded materials for attendee gift bags.

Strategic benefits

Opportunity to include messages or materials in digital channels.

Post-event reporting on digital reach and engagement where available.

Content partner

Overview & visibility

Co-create webinars, LinkedIn Live, or thought leadership content with Working Families.

Recognition as content partner in all relevant communications.

Featured in social media campaigns, newsletters, and post-event coverage.

Engage HR and business audiences interested in best practice, flexibility, and family-friendly workplaces.

Opportunity to provide branded materials for attendee gift bags.

Strategic Benefits

Showcase your organisation's expertise and insights on workplace flexibility.

Build credibility with HR professionals, employers, and policy-makers.

Strengthen your brand as a leader in supporting inclusive workplaces.

Partner with the Working Families Best Practice Awards 2026

Put your brand in front of senior HR professionals, employers, and policymakers.

Access award finalists, winners, and high-profile attendees.

Align with family-friendly best practices and inclusive workplaces.

Choose from Headline, Category, Networking, Digital, Content, or Media sponsorships to suit your goals.

Join us as a sponsor and demonstrate your commitment to family-friendly workplaces.

To discuss these opportunities and how we can work together contact:

sponsorship@workingfamilies.org.uk



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