

STARTUPS MAGAZINE PRESENTS

HUSTLE AWARDS 26

CATEGORIES OF 2026

FOUNDER OF THE YEAR

EARLY-STAGE INNOVATION AWARD

TOP PERFORMING TEAM

INSPIRATIONAL WOMAN OF THE INDUSTRY

MOST INNOVATIVE TECH

SOCIAL IMPACT HERO(ES)

SUSTAINABILITY AWARD

OUTSTANDING STARTUPS SUPPORT

WORKSPACE OF THE YEAR

GAME-CHANGING INVESTOR AWARD

MOST SUCCESSFUL SCALEUP

READER'S CHOICE AWARD

THE MISSION

Startups Magazine has always been driven by a clear purpose: to champion tech startups. But when hundreds of startups reach out to us, unfortunately there isn't enough time – or enough pages – to give each one the visibility they deserve.

That's where the Hustle Awards come in.

Now in its sixth year, the Hustle Awards expands our platform to recognise all ambitious SMEs ready to make noise. With over 100 shortlisted entries and 12 standout winners each year, it's become one of the most trusted, mission-led, and impartial awards in the startup space.

With hundreds of entries, thousands voting in our Reader's Choice category, and millions of impressions across our campaigns, the Hustle Awards is much more than a single evening of celebration.

This is your chance to align your brand with the UK's most energised startup community.



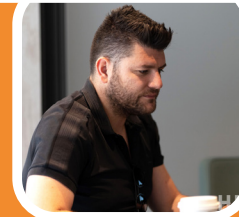
**MOST INNOVATIVE TECH
WINNER 2025 - ONO**

THE BENCHMARK

Why is the Hustle Awards different to any other startup celebration in the 2026 calendar?

- **No other awards** has the dedicated promotional calendar of Startups Magazine, including distribution at the biggest exhibitions in the industry, such as The Business Show, London Tech Week, and ISE
- **No other awards** show has a network of partners and community like ours, featuring expert judges like Investor Simon Squibb, Founder of Klout Amelia Sordell, and The Apprentice winner Mark Wright, who called it *"by far the best awards programme I have judged and been a part of."*
- **No other awards** has a rigorous judging process like the Hustle Awards. Judged in person by experts in their fields, who are continuously involved in refining the process year after year
- **No other awards** have winners who have reported that their accomplishment directly led to new hires and new investment

**PREVIOUS JUDGES: SIMON SQUIBB,
AMELIA SORDELL, & MARK WRIGHT**



**JUDGING DAY 2025 HELD
AT MYO BANKSIDE**

THE FACTS

The Hustle Awards has emerged from an already established magazine, giving it visibility like no other event.

Startups Magazine has a truly engaged audience including readers of the magazine, the newsletter, and event attendees throughout the year. **Over a 12 month period, the Hustle Awards is seen, at a MINIMUM, 4 million times** by individuals in the network. This doesn't even include the extension of our partners, judges, and attendees who shared and shared (and shared) the event with their own audiences in all our previous years.

PROMOTIONS FOR THE HUSTLE AWARDS 2025 INCLUDED:

1. 100 mailers and newsletters reaching over 1 million sends
2. 3 major trade shows, reaching 6,000 new potential applicants
3. Over 1,000 social posts shared reaching over 4 million
4. 6 magazines sent to 31,000 readers each time



**PROMOTION AT
LONDON TECH WEEK**

THE FACTS

81.6% of our shortlisted startups attend the awards ceremony, demonstrating not only the quality of the entries but also the depth of engagement within our community.

Review 2025's shortlist in the Shortlist Guide.

Who else is in the room?

- Startup consultants and service providers
- Investors, VCs, and accelerators
- Judges, partners, and sponsors
- Representatives from startup-focused workspaces

The Hustle Awards champions diversity, not just in our judging panel and promotional activity, but in the room itself.

This year's attendees were **48% female and 42% male**, reflecting a more inclusive and representative startup ecosystem.



ATTENDEES OF 2025

CATEGORY SPONSOR

Engage with the entrants most relevant to you and align your brand with their aspirations. All category sponsorships include:

- **Opt-in option** at point of specified award submission (targeted leads) and as a part of the Reader's Award vote (1,500+ votes annually)
- Company profile on the Hustle Awards website, and article announcing involvement on startups magazine.co.uk including **backlink with domain authority 45** (Moz)
- Logo in all mailings, at trade shows, and in Startups Magazine (**reaching 3 million+ in previous years**)
- Comment in the Winner's Guide sent to **36,000 digital subscribers**
- Branding included alongside all sponsors on the **media wall at the awards**
- Branded trophy and **exclusive branding rights** to the category
- Option to include gift in the goodie bag for all attendees
- Two tickets to the awards

The rate card value for all these items is over £15,000, but we are offering a reduced rate of **£1,950** for the package.

We recognise that marketing budgets are under pressure, so we've reduced our sponsorship fees to foster genuine, value-driven brand partnerships at a more accessible level.



£1,950

**MOST SUCCESSFUL
SCALEUP WINNER 2025 -
DE NOVO SOLUTIONS**

HEADLINE SPONSOR

We're looking for a sponsor to align with our message and reach across all categories. Headline sponsors gain standout visibility and receive:

- **Opt-in option** for all award submissions (senior leads), as a part of the Reader's Award vote (1,500+ votes annually), and for all ticket purchases
- Company profile on hustleawards.co.uk, article announcing involvement on startupsmagazine.co.uk including **backlink with domain authority 45** (Moz), presence on the homepage, and announcement across social media and newsletters
- **4 full-page adverts** in Startups Magazine sent to 36,000 digital subscribers
- Branding rights, including your logo designed into the Hustle Awards logo, so it is present wherever we are (**reaching 3 million+ minimum**)
- Letter address in the Winner's Guide sent to **36,000 digital subscribers**
- Branding included alongside all sponsors on the **media wall at the awards**
- Advert in the evening programme given to all attendees
- Branded trophy and **exclusive branding rights** to one selected category
- Option for a company representative to deliver a **5-10 minute speech** on the evening
- Option to have a pop-up banner or small booth at the awards
- Option to include gift in the goodie bag and/or provide gifts for all attendees
- Four tickets to the awards

The rate card value for all these items is over £75,000, but we are offering a reduced rate of **£9,950** for the package.

We recognise that marketing budgets are under pressure, so we've reduced our sponsorship fees to support genuine, value-driven brand partnerships at a more accessible level.

**STARTUPS MAGAZINE
EDITOR'S OPENING SPEECH**



£9,950

EXTRAS

Looking for more opportunities to make an impact with our shortlist and attendees on the evening?

Here are just a few other options we can offer for sponsorship and branding on the night

Availability

20	Include gift in goodie bag <i>*not including price of gifts</i>	£500
1	Sponsored food/bar area	£1,200
1	Sponsored stage podium	£1,000
1	Sponsored lanyards	£1,500
1	Stand in the lobby/check-in area	£1,500
2	1 metre pop up banner in awards hall	£1,000
3	5 minute speech to all attendees	£1,500
1	Sponsored after-party at Queen of Hoxton	Beginning at £4,000



AI GENERATED STAND IN THE LOBBY AREA EXAMPLE

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