

Study UK Alumni Awards 2025

Partnership Opportunity





What are the Alumni Awards?

- The Study UK Alumni Awards **find and celebrate the impact that outstanding international UK alumni have made** on their professions, societies, and countries where they now live.
- Alumni Award winners and finalists are **leaders in their fields** - entrepreneurs, professionals and social leaders – who have used their experience of studying at a UK university to **make a positive contribution in their communities, professions and countries**.
- Through the Alumni Awards, winners are given the opportunity to **professionally develop and build their capacity and professional networks**, contributing to the overall development of their country.
- By identifying the success stories of international UK alumni, and their impact upon the countries they're living in, the Alumni Awards **raise the profile of UK education globally** and promote the UK as a study destination for international students.

Global campaign reach and impact

- 38.6M impressions
- 10M engagements
- 9.6M video views

Impressions: the number of times a post was viewed.

Engagements: includes video views, clicks, likes, comments, shares and saves.

Video Views: 3 seconds or more of a video watched.

140+

UK universities represented by more than 1400 applicants in 2024

90+

countries represented in 2024

Impact

The Study UK Alumni Awards finalists and winners are a **powerful network of change-makers**, inspiring the next generation of students and raising the profile of the UK

“The Study UK Alumni Awards recognise alumni who have made use of the skills and qualifications they obtained through their UK education to achieve outstanding things within their professions, and in the societies and the countries they work in.... All four Singapore winners inspire me because they are making a difference to our world – in fields ranging from science and sustainability to culture, social engagement, and business innovation”

~ Kara Owen, British High Commissioner to Singapore, 2023

Award categories

Business and Innovation Award

- Recognising alumni who are active in initiating and contributing to innovative or creative new ideas, solutions or business opportunities, that have the potential for growth.
- Areas of work could include, but are not limited to: entrepreneurship, business, technology and finance.

Culture and Creativity Award

- Recognising alumni who have carved a career for themselves in arts and culture. These are individuals who can demonstrate their artistic ingenuity, influence and creativity.
- Areas of work could include, but are not limited to: arts, design, humanities, traditional media, music, video, TV, sports and online content and audiovisual media creation (e.g blogging, vlogging including for social media).





Award categories

Science and Sustainability Award

- Recognising alumni who have distinguished themselves through their career and achievements in the world of science and sustainability, and who can demonstrate the impact and scale of their achievements in their profession, and beyond.
- Areas of work could include, but are not limited to: climate action, clean energy, medicine, sustainable cities and communities, engineering, industry and construction.

Social Action Award

- Recognising alumni who have made an exceptional contribution and commitment to creating positive social change and improving the lives of others.
- Areas of work could include, but are not limited to: education, peace and justice and reducing inequality, poverty and hunger and broader humanitarian work or work for social good.

Alumni can select the category they wish to apply for. However, judging panels may re-assign applications to a different category during the judging process, if appropriate.

The opportunity

Benefits		Award Partner	Event Partner
Exceptional brand exposure and opportunities to network with the audience of Study UK Alumni Awards in Singapore	Brand featured in campaign materials: <ul style="list-style-type: none"> - Logo on pre-event promotional materials sent to British Council corporate contacts, global alumni networks, and mailings to high-level university contacts - Promotion at selected British Council Singapore alumni events in the run up to the Awards (i.e. placement of marketing materials) - Logo and company introduction on Awards webpage with link to company website - Mentioned as a partner in selected press releases about the Awards that will be sent to Singapore's digital media platform. 	x	
	Brand placement at prestigious national award ceremony hosted by the High Commissioner: <ul style="list-style-type: none"> - Logo on stage backdrops, invitations and event programme - One full-page advertisement in event digital programme brochure - Verbal recognition and acknowledgement by emcee - Space for product/service promotion and networking 	x	x full-page advert, verbal recognition only
	Post-event benefits: <ul style="list-style-type: none"> - One post-event email featuring partner's logo to all attendees - Logo featured on post-event webpage with information about award winners for three months 	x	x post event email only
High-quality opportunities for corporate hospitality	Host a table for up to ten guests at exclusive, prestigious national Awards ceremony, hosted by the High Commissioner at the venue. <ul style="list-style-type: none"> - Opportunities to meet with all Award finalists 	x	x

Information about past awards

Story and links	Country
Alumni Awards 2023	Singapore
Alumni Awards 2024	Viet Nam
Interview with 2023 business and innovation award winner	Singapore
Alumni Awards 2023	Philippines
Global Alumni Awards winners and finalists 2024	Global

Thank you

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