

Study UK Alumni Awards Campaign 2026

Sponsorship pack



Study UK Alumni Awards

- What are the Alumni Awards?
- Global and country reach and impact
- Sponsorship: why get involved
- Award categories
- Timeline

See our [website](#) and [alumni awards celebration wall](#)



Study UK
Alumni Awards



What are the Alumni Awards?

- The the Study UK Alumni Awards find and celebrate the **significant impact 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** – professionals, entrepreneurs, artists and community 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

- 19.4M impressions
- 7.5M engagements
- 6.9M 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.

130+

UK universities represented by more than 1300 applicants in 2025

100+

countries represented in 2025

Bangladesh reach and impact

2,03,67,900+

annual reach of organic
press

and social media
coverage

48+

UK alumni applications
received in 2024

14+

UK universities represented

- Prestigious national level award ceremony held each year, hosted by the British Council
- Articles in major national press including Dhaka Tribune, The Business Standard and New Age

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Sponsorship opportunity

Platinum sponsor: Twelve Lacs Bangladeshi Taka (BDT 12,00,000)

- Become an Award Category Partner in Bangladesh. A unique opportunity offered for the first time, for up to four sponsors. Exceptional brand exposure to a high-profile group of influencers and exclusive hospitality opportunities at the prestigious Alumni Awards.

Gold sponsor: Six Lacs Bangladeshi Taka (BDT 6,00,000)

- Become an Event Partner for the opportunity for your company to be advertised in the Alumni Awards programme brochure, mentioned by the MC, and post-event mailshot. Host up to ten guests at the prestigious ceremony.

The opportunity

Benefits	Platinum sponsor: Twelve Lacs Bangladeshi Taka (BDT 12,00,000)	Gold sponsor: Six Lacs Bangladeshi Taka (BDT 6,00,000)
Audience Reach	Exceptional brand exposure leveraging 20M+ Study UK Alumni Awards audience in Bangladesh	Exceptional brand exposure leveraging 20M+ Study UK Alumni Awards audience in Bangladesh
Pre-Event	Logo on pre-event invitations (300) sent to Higher Education contacts, government stakeholders, UK alumni, local agencies of UK universities, EdTech companies, and local representatives of UK universities. Logo and company introduction on Awards webpage with link to website.	Logo on pre-event invitations (300) sent to Higher Education contacts, government stakeholders, UK alumni, local agencies of UK universities, EdTech companies, and local representatives of UK universities. Logo and company introduction on Awards webpage with link to website.
During Event	Brand promotion on side LED screen Dedicated pavilion (16 ft x 8 ft) 5 minutes speaking slot during award giving ceremony to promote the sponsor organisation/company To handover award in one category.	Brand promotion on side LED screen Dedicated stall (8 ft x 8 ft).
Corporate Hospitality	A table hosting for up to 10 officials/guests.	A table hosting for up to 5 officials/guests.
Event Brochure	Full-page advertisement on event brochure	Half-page advertisement on event brochure
Post-Event	Mentioned as Platinum Sponsor at the post-event mail shot to all attendees. Mentioned as Platinum Sponsor in press releases to Bangladesh media and social platforms.	Mentioned as Gold Sponsor at the post-event mail shot to all attendees. Mentioned as Gold Sponsor in press releases to Bangladesh media and social platforms.

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

“Education is one of the strongest forces for change, and the UK remains committed to fostering academic excellence, research innovation, and professional growth. British universities are globally recognised for their cutting-edge research, inclusive learning environments, and industry-focused curricula. They nurture graduates who are equipped to tackle global challenges, and tonight, we celebrate those who have taken that knowledge and turned it into action.’

Golam Kibria, Team Leader, Human Capital Team, British High Commission Dhaka, Bangladesh

Award categories

Business and Innovation

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, Creativity and Sport*

- Recognising alumni who have carved a career for themselves in arts, culture and sport. We are looking for 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 YouTube and social media).

*Category name changed in 2026 from 'Culture and Creativity Award'



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Award categories

Science and Sustainability

- 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

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 to a different category during the judging process if more appropriate

Business and Innovation Award winner - Bangladesh 2025

Syed M Istiak
University of Stirling





Culture and Creativity Award global winner – Bangladesh 2025.

Dr. Shahman Moishan
University of Birmingham.

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Science and Sustainability Award – Bangladesh 2025

Dr. M Tasdik Hasan
King's College London



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Bangladesh 2025



Social Action Award- Finalist

Shamsin Ahmed

The University of Edinburgh

As the Founder, CEO, and Lead Consultant of Identity Inclusion, Shamsin champions an inclusive society through youth leadership and institutional change. As a Chevening scholar, she also trains young people to provide psychosocial support and connect with families in need. Along with having trained over 2000 advocates in community-based mental health services, her work as a development consultant has impacted millions.



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Bangladesh



Social Action Award winner – Bangladesh 2025

Shamsin Ahmed

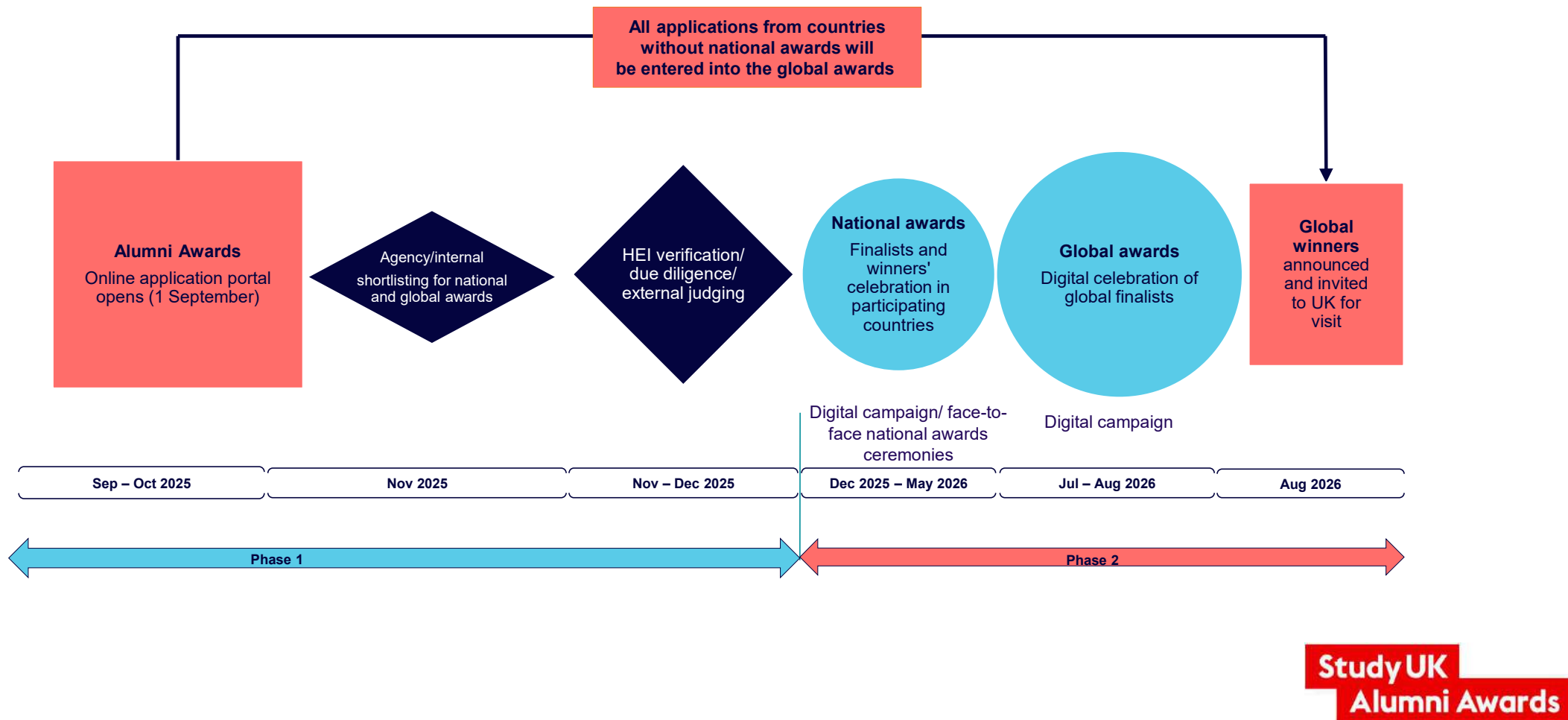
The University of Edinburgh

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Campaign timeline

Timeline	Activity
1 Sep – 16 Oct 2025	Applications open - Promotion of Alumni Awards 2026 centrally and globally encouraging alumni to apply
23 Sep and 8 Oct	'How to apply' webinars for applicants
By 30 Oct 2025	Shortlisting of candidates by country/region (Gradcore – external scoring agency)
By 6 Nov 2025	Country level shortlisting of top 20 finalists' applications are sent to UK HEIs for verification
7 Nov – 17 Nov 2025	External country judging panels / verification by HEIs
17 Nov – 27 Nov 25	UK HEIs informed of national finalists and winners (and video requests) due diligence by country teams
11 Dec 2025	Alumni Awards ceremonies and digital celebrations in countries hosting national level awards
Feb – Apr 2026	Regional judges select 28 global finalists, alumni verification and due diligence
May – Jun 2026	Global judges select four overall winners
Jul – Aug 2026	28 Global finalists are celebrated through digital campaign on Study UK's social media platforms
Aug 2026	Four global winners announced and celebrated in digital media campaign and invited to UK

Process map



Thank you

For further information, please contact:

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