



Alternative Awards 2026



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The Alternative Awards: Celebrating Diversity, Creativity & Community

In an electrifying collaboration between the UK's leading alternative magazine, Twisted Edge Magazine, and fast-rising creative powerhouse Thirteen Events, we proudly present The Alternative Awards—a groundbreaking celebration that's redefining what it means to be seen, celebrated, and supported in the alternative scene.

Born from a shared passion for self-expression and authenticity, The Alternative Awards were created to shine a light on the boldest, brightest, and most unapologetically unique individuals across the alternative, lifestyle, and fetish communities. These awards are not just an event—they're a movement. A movement rooted in inclusivity, diversity, and the belief that everyone deserves a platform.

Thirteen Events, known for curating high-energy content days, immersive photoshoots, and unforgettable creative gatherings, teamed up with Twisted Edge to deliver an awards experience like no other. With just three years in the industry, Thirteen Events has already made waves, and together with Twisted Edge, they've built something truly special.

The first-ever Alternative Awards surpassed all expectations. From breathtaking performances and powerful speeches to a vibrant, diverse crowd celebrating one another without judgment—it was more than an event; it was a revolution. The response was overwhelming, with attendees and online followers praising its raw energy, inclusiveness, and commitment to showcasing underrepresented voices.

This isn't just about awards. It's about recognition. It's about community. It's about celebrating those who dare to live outside the lines.

With The Alternative Awards, we're not just handing out trophies—we're building a platform for the misfits, the rebels, the kinksters, the creatives, and everyone in between.

Everyone is welcome. Everyone is worthy.

Join the movement. Be part of the next chapter.

#TheAlternativeAwards #TwistedEdgeMagazine #ThirteenEvents #InclusiveByDesign
#AlternativeAndProud

INTRODUCTION



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The inaugural Alternative Awards exceeded all expectations, with over 400 people walking through the doors—far surpassing our initial estimate of 250. The overwhelming turnout and incredible energy proved just how needed and loved this kind of inclusive celebration is within the alternative community.

Listening closely to the voices of our attendees, we've taken that momentum into planning for 2026 by expanding and refining our award categories to represent an even broader, more diverse range of people. From new lifestyle and identity-focused categories to niche subcultures and creative disciplines, we're making sure everyone feels seen, celebrated, and truly part of the movement.

This year we have adapted our award categories, to encompass more communities, creating even more celebration.

As one attendee, Baby K said via social media post:

"Theyre not just trophies, theyre recognition. For the courage it takes to walk your own path. For the work we do in the shadows that deserves the spotlight. For the people showing up as their real, raw unfiltered selves. Celebrating alternative industries makes change feel accessible. It shows people that you dont have to conform to be successful, worthy, or loved. You just have to be you. And lets be real, when people stop hiding who they are, their mental health improves and confidence rises. This is more than an event, its a movement. A moment of "finally". Finally seen, Finally heard. Finally celebrated"

Where individuality is honoured
Where creativity is king.
Where the alternative becomes iconic

ABOUT



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METRICS

With our instagram social media reach of 600,000+ views in the last 90 days alone, our page has been gaining momentum since the last awards and the numbers are nothing short of impressive.

Applicant/Nominees received 1,142,798 views

Applications/Nominees had 58,397 total votes

Sponsor posts had 82,982 views

Awards website had 5954 total unique visits

Sponsor logo's viewable throughout the entirety of event across led foyer screens, side wall projectors, main 10m screen and side screens, along with red carpet backdrop and 360 camera backdrop from 6pm - 11pm. All fully visible to attendees

Sponsors in the 16 page event brochure in 200 goodybags and 26 winners bags, plus laid out 3 per table (56 tables)

Weekly social media dedicated posts (increased from what was being offered) 17,733 unique views

427 tickets sold and 342 attended

First position on google search with 1,922 impressions year to date.





CATEGORIES



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Best Model
Best Photographer
Best Newcomer
Best Content Creator
Best Stage Performer
Best Wearable Brand
Best Dom/Madam
LGBTQIA+ Advocate
Best Agency
Best Event
Best Magazine
Best Influencer
Best Adult Performer
Best BBW Model
Best Mature/Milf Model
Best Toy Brand
Best Sub
Best Fetish Model
Best Club/Venue
Best Advocate
Best Host
Best Drag Artist
Best Trans Model
Best Adult Site
Best App/Podcast/Website
Best Cosplay Model
Best Glamour Model
Icon Award



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VOTING



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We ensure fairness and transparency in the voting process, with all voting being clear and verifiable.

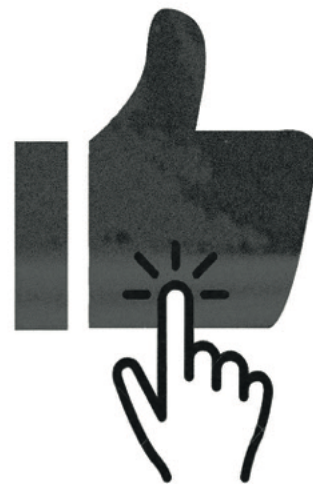
Our online form is available for individuals to apply or nominate others for an award in as many categories as they wish.

Every application/nomination is successful, and each get a branded post created and posted on instagram and placed in a highlight of that category.

Nominees can then share their posts and encourage others to like (vote) as often as desired

Before the event, voting will close at a certain date and time, with only the management team having access to the full results. This ensures the winner remains a surprise.

As we are all about transparency, we actively discourage people from buying likes on posts BUT we also spend the time to actively check each and every nominee and count and verify all votes. At that stage we either remove any fraudulent votes or remove the person from the application process.



479

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EXPOSURE

WEB

Sponsors logos and links will be featured on our website and will remain for the full year from date of agreement (package dependent)

This sustained online presence ensures continuous exposure for all our sponsors, maximising your brand recognition.

SOCIAL

Our social media platforms will highlight your brand as an official sponsor featuring links to your social media and websites.

This approach ensures maximum brand exposure across both the awards page and the other pages we manage.



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We chose to use Instagram as our main social media platform as it has a proven history of being our best audience, and throughout the awards process the figures have proven.

79% Quality Audience

14.35% follower growth (30 day period)

2.15% Engagement rate

14Week Post frequency.

87 AQS Score - High percentage of authentic audience, high likes activity, excellent comments activity.

Audience type: 74.4% Real people, 18% Mass followers,

4.6% Influencers.

63% Female

48% 25-34 Age group

56.8% UK

14.2% U.S

Estimated reach 440-1.3k Post

170-500 Story

Audience Reachability and Authenticity both excellent.

Noteable followers have a combined 2,261,000 following

Comment rate: 0.33% (similar accounts 0.16%)

8.11 comments per 100 likes, Likes spread 131%

EXPOSURE INSTAGRAM

Conducted by HypeAuditor 3rd July 2025.



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VENUE EXPOSURE

Multiple screens throughout the venue, particularly in the main room prominently display your logo.

A large 10 metre screen central to the main stage, will showcase our sponsors logo's and branding throughout the entire event (sponsorship package dependent).

Sponsor logos are first seen via the red carpet entrance on our red carpet backdrops (package dependent).

Additionally, for our top tier sponsors, logos will be projected onto the walls and foyer LED screens.

These sponsor details will be on a continuous loop, ensuring constant visibility of branding, company details and logos throughout the evening.

On top of this we allow and recommend sponsors to bring any visual promotion with them, such as banner stands that can be placed in the venue at high footfall areas.



PACKAGES

- ✕ PRODUCT
- ✕ BRONZE
- ✕ SILVER
- ✕ GOLD
- ✕ PLATINUM
- ✕ ADD ON'S





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Your logo will be included on both printed and digital advertising flyers.

All branding will be incorporated into the promotional programme, including an 1/4 page advertisement (which we can design if needed).

Your product will be included in each of the free winners bags given to the guests. We request approximately 30 of your product for this.

An A5 size flyer to be placed in the winner bags alongside your products (To be provided by you), you can include any discount codes or offers to maximise your promotion.

You will receive 2 complimentary tickets.

Half page advertisement in Twisted Edge Magazine at a date to be decided.

PRODUCT

£250



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Company branding will be featured on the website for duration of the awards, publicised across all social media platforms, with 1 dedicated post highlighting your company's presence at the event.

Your logo will be included on both printed and digital advertising flyers.

All branding will be incorporated into the promotional programme, including a quarter-page advertisement (which we can design if needed).

Your logo will be displayed on rotation across foyer LED screens throughout the event.

You will receive an 8-person table with 2 complimentary tickets.

A complimentary bottle of alcoholic beverage will be provided.

BRONZE

£1000



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Company branding will be featured on the website for duration of the awards, publicised across all social media platforms, with three dedicated posts highlighting your company's presence at the event.

Your logo will be included on both printed and digital advertising flyers (provided by the sponsor).

All branding will be incorporated into the promotional programme, including a half-page advertisement (which we can design if needed).

A half-size flyer will be added to the winner gift bags distributed at the event.

Your logo in small-medium size, will be featured on the red carpet backdrop.

Your logo will be displayed on rotation across all screens throughout the event.

You will receive an 8-person table with 4 complimentary tickets.

A complimentary bottle of alcoholic beverage will be provided.

Half page advertisement in Twisted Edge Magazine at a date to be decided.

SILVER

£1500



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Company branding will be featured on the website for duration of the awards, publicised across all social media platforms, with bi-weekly dedicated posts highlighting your company's presence at the event.

Your logo will be included on both printed and digital advertising flyers.

All branding will be incorporated into the promotional programme, including a full-page advertisement (which we can design if needed).

A full-size flyer will be added to the winner gift bags distributed at the event (provided by us).

Your logo in large-size, will be featured on the red carpet backdrop.

Your logo will be displayed on rotation across screens throughout the event.

Award named after your company.

You will receive an 8-person VIP table with 8 complimentary tickets.

A complimentary bottle of both alcoholic and premium alcoholic beverages

Half page advertisement in Twisted Edge Magazine at a date to be decided.

Your company will receive a complimentary photo shoot by Twisted Edge endorsed photographers to be used at a time of joint agreement.

GOLD

£2500



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Company branding will be featured on the website for one year, publicised across all social media platforms, with weekly dedicated posts highlighting your company's presence at the event.

Your logo will be included on both printed and digital advertising flyers.

All branding will be incorporated into the promotional programme, including a full-page advertisement (which we can design if needed).

A full-size flyer will be added to the winner gift bags distributed at the event (provided by us).

Your logo in extra large-size, will be featured on the red carpet backdrop.

Your logo will be displayed on rotation across screens throughout the event.

Write up and company details showcased on the main screen (exclusive to Platinum sponsors) along with a mini interview with your company conducted by a host. (Exclusive to Platinum sponsors only)

Award named after your company.

You will receive a 10-person VIP table at the front with 10 complimentary tickets.

Complimentary bottles of two premium alcoholic beverages.

Four page feature in Twisted Edge Magazine to be completed at your preferred time which includes a photo shoot by Twisted Edge Endorsed photographers (exclusive to Platinum sponsors)

PLATINUM

£3000



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Your logo will be included on both printed and digital advertising flyers.

All branding will be incorporated into the promotional programme, including a full-page advertisement (which we can design if needed).

A full-size flyer will be added to the winner gift bags distributed at the event (provided by us).

Your logo in extra large-size, will be featured on the red carpet backdrop.

Your logo will be displayed on rotation across screens throughout the event.

Write up and company details showcased on the main screen along with a mini interview with your company conducted by a host.

Award named after your company.

You will receive a 10-person VIP table at the front with 10 complimentary tickets and an additional 8-person table with 8 complimentary tickets.

Complimentary bottles of two premium alcoholic beverages.

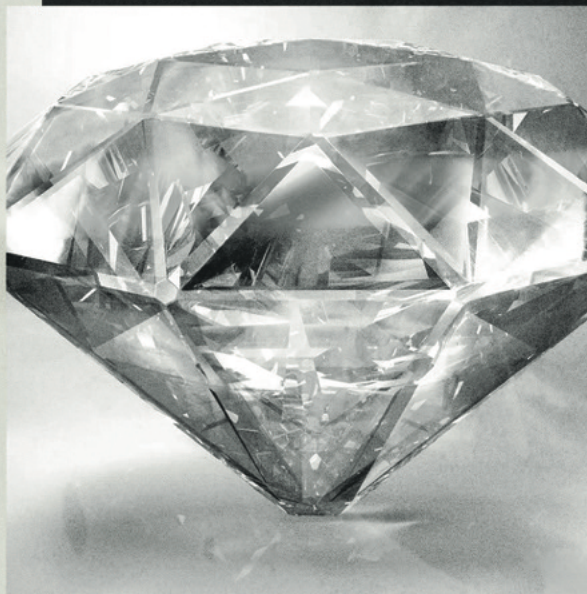
Four page feature + back cover in Twisted Edge Magazine to be completed at your preferred time which includes a photo shoot by Twisted Edge Endorsed photographers.

Branded table decor set

DIAMOND



£3500



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Your logo will be included on both printed and digital advertising flyers.

All branding will be incorporated into the promotional programme, including a full-page advertisement (which we can design if needed).

A full-size flyer will be added to the winner gift bags distributed at the event (provided by us).

Your logo in extra large-size, will be featured on the red carpet backdrop.

Your logo will be displayed on rotation across screens throughout the event.

Write up and company details showcased on the main screen along with a mini interview with your company conducted by a host.

Award named after your company.

You will receive two 10-person VIP table at the front with complimentary tickets.

Complimentary bottles of two premium alcoholic beverages.

Four page feature + front cover in Twisted Edge Magazine to be completed at your preferred time which includes a photo shoot by Twisted Edge Endorsed photographers.

Branded table decor set

Logo on 360 videos or backdrop (your preference).

Pop up banner stand supplied and printed.

Logo on promo model clothing.

HEAD SPONSORSHIP



£4500



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360 Camera Backdrop - Have your logo on upto 3 sides of our 360 photo backdrop, being seen on every 360 video.

£125

A5 Flyer printing for winner bags plus extras for tables, a little extra something we can do for you.

£50

Award Specific Sponsorship - Have your brand as a category sponsor, displayed on screen when the award is being announced/given out.

£200

Branded roller banner stand - have a branded 80cm x 200cm roller banner added to high footfall areas, designed between you and us.

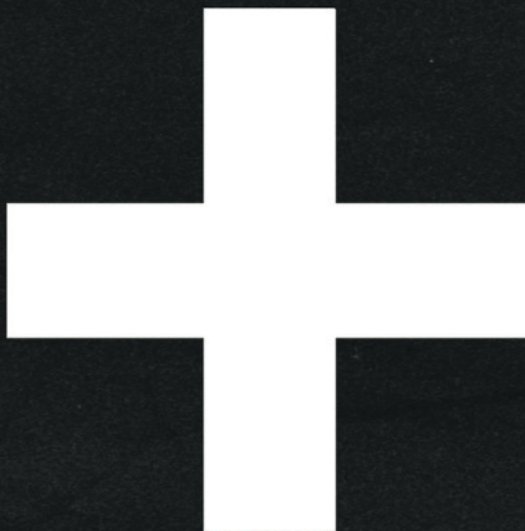
£150

Clothing - Have your logo added onto promo model clothing for the event. Worn throughout the event and promoted pre and post awards.

£150

If you have already chosen your sponsor package, you can add any of the above and we will discount these prices by 20% (add on only gets the discount).

ADD ON'S



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If you would like to discuss additional options or make any changes to better tailor our packages to your need, please don't hesitate to contact us.

This is also the most efficient way to secure your sponsorship space.

To proceed, simply let us know which package you would like to book, provide your business and contact details, and specify where to send the invoice.

Our contact details are as follows:

www.thirteeneventsofficial.co.uk

info@thirteeneventsofficial.co.uk

