



THE BRITISH  
**QSR**  
& FRANCHISE  
AWARDS 2026

**SPONSORSHIP DECK**

# WHY THE QSR MARKET

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The UK QSR market is estimated to be worth around £23.1 billion. QSR franchising is expected to add approximately 210,000 jobs in 2025, growing at a rate of 2.4%, bringing total franchise employment to over 9 million.

QSR CNCT is essential for supporting the growth of independent, UK-grown QSR brands in an evolving industry. Through news, directories, events, recruitment, and consulting, we connect businesses with the right opportunities, celebrate their success, and provide expert guidance from concept to launch. Our platform bridges the gap between emerging brands and the resources they need to thrive.

HIGH-GROWTH INDUSTRY

FRANCHISE BOOM

CONSUMER DEMAND

RISING INDEPENDENT BRANDS

# ABOUT THE AWARDS

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AWARDS 2026

**The QSR & Franchise Awards** celebrate excellence in the Quick Service Restaurant (QSR) sector across the UK, Europe, and Canada. These prestigious awards aim to recognise outstanding franchise brands, franchisees, and suppliers who have demonstrated innovation, growth, and impact in the industry.

- The **British QSR Franchise Awards 2025** that took place in January 2025, have already successfully highlighted top brands in the UK.
- **The British QSR & Franchise Awards 2026** will take place in January 2026, in Birmingham
- Building on this success, we are expanding with the European and Canadian QSR Franchise Awards, bringing well-deserved recognition to exceptional franchises in these markets.

These awards serve as a platform to honour achievements, inspire innovation, and strengthen the QSR community worldwide.





# THE BRITISH QSR FRANCHISE AWARDS 2025

## A LOOK BACK

The first ever British QSR Franchise Awards took place at the Belfry, Birmingham on the 20th of January, 2025.

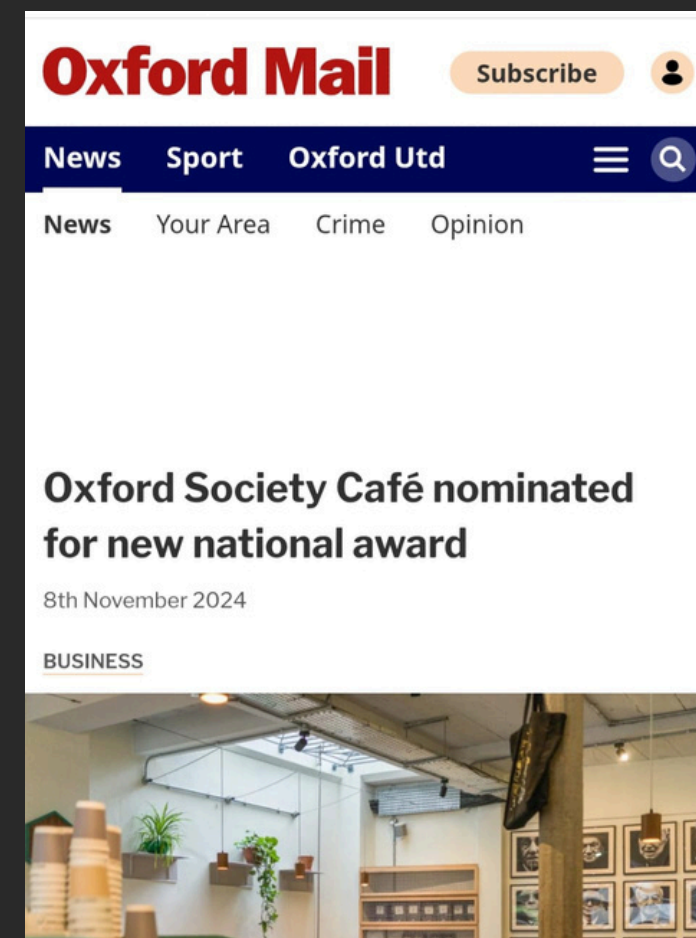
It was a night of celebration and inspiration. This ground breaking event shone a spotlight on British-grown QSR brands that have made their mark across the country, showcasing the incredible entrepreneurial spirit that defines the UK's homegrown franchise industry. It was an evening dedicated not only to the global giants, but more so to the rising stars—innovative young entrepreneurs who turned their visions into thriving brands, proving that success by expanding these brands themselves as well as franchising. The atmosphere was electric as we celebrated their achievements and the vibrant future of British QSRs.





# THE BRITISH QSR FRANCHISE AWARDS 2025

## MEDIA ACTIVITY





# WHY SPONSOR

*Unlock Influence with the UK's Fastest-Growing QSR Ecosystem*

## **Your Audience is here**

- 300+ leading QSR brands in attendance
- £2B+ combined purchasing power
- National representation: from high-street favourites to emerging concepts
- Direct access to brand owners, operations managers, and franchise owners
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## **Organised by QSR-CNCT (Industry Access & Influence)**

- The UK's dedicated digital platform for the QSR and franchise community
- Built to connect, inform, and empower brands across the sector
- Backed by deep industry insight and trusted relationships
- Curates high-impact events that drive real business conversations
- Positions sponsors at the heart of QSR decision-making and deal flow

WEBSITE

EVENTS

RECRUITMENT

CONSULTING



# SPONSORSHIP PACKAGES

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## INTRODUCTORY PACKAGE

- Positioning as an Official Sponsor
- 2 tickets to the awards ceremony
- Gratitude from the host at the event
- Allocated giveaways to the guests
- Logo on screen during the event
- One hour of networking opportunity
- Branding on invitations
- Branding on all marketing collateral
- 2 weeks branding on [www.qsr-cnct.com](http://www.qsr-cnct.com)
- Inclusion in all our social media promotional activity

**Investment: £4,000 (UK)**

## STANDARD PACKAGE

- Positioning as an Official Sponsor
- 5 tickets to the awards ceremony
- Gratitude from the host at the event
- Allocated giveaways to the guests
- Logo on screen during the event
- Present one Award on stage + Speech
- One hour of networking opportunity
- Branding on invitations
- Branding on all marketing collateral
- 4 weeks branding on [www.qsr-cnct.com](http://www.qsr-cnct.com)
- Inclusion in all our social media promotion activity
- Promotional audio visual presentation

**Investment: £7,000 (UK)**

## PREMIUM PACKAGE

- Positioning as an Official Sponsor
- 10 tickets to the awards ceremony
- Gratitude from the host at the event
- Allocated giveaways to the guests
- Logo on screen during the event
- Present one Award on stage
- One hour of networking opportunity
- Branding on invitations
- Branding on all marketing collateral
- 8 weeks branding on [www.qsr-cnct.com](http://www.qsr-cnct.com)
- Inclusion in all our social media promotion activity
- Promotional audio visual presentation
- Branding opportunity (Kiosk set-up) within reception area
- Introduction to winners (three winners in each of the 35 categories)

**Investment: £15,000 (UK)**

## PARTNER/TITLE PACKAGE

- Positioning as Title Sponsor
- Brand logo to be incorporated within the QSR Franchise Award logo
- 2 tables of 10 at the awards ceremony
- Gratitude from the host at the event
- Allocated giveaways to the guests
- Logo on screen during the event
- Present two Awards on stage
- One hour of networking opportunity
- Speech time on stage
- Branding on invitations
- Branding on all marketing collateral
- 12 weeks branding on [www.qsr-cnct.com](http://www.qsr-cnct.com)
- Inclusion in all our social media promotion activity
- Promotional audio visual presentation
- Branding opportunity (Kiosk set-up) within reception area
- Introduction to winners (three winners in each of the 35 categories)
- Sponsor focused PR campaign
- Bespoke event at your premises

**Investment: £25,000 (UK)**

\*All Prices excluding VAT



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**THANK YOU**

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