

CHARLES TYRWHITT
**SPORTS BOOK
AWARDS**

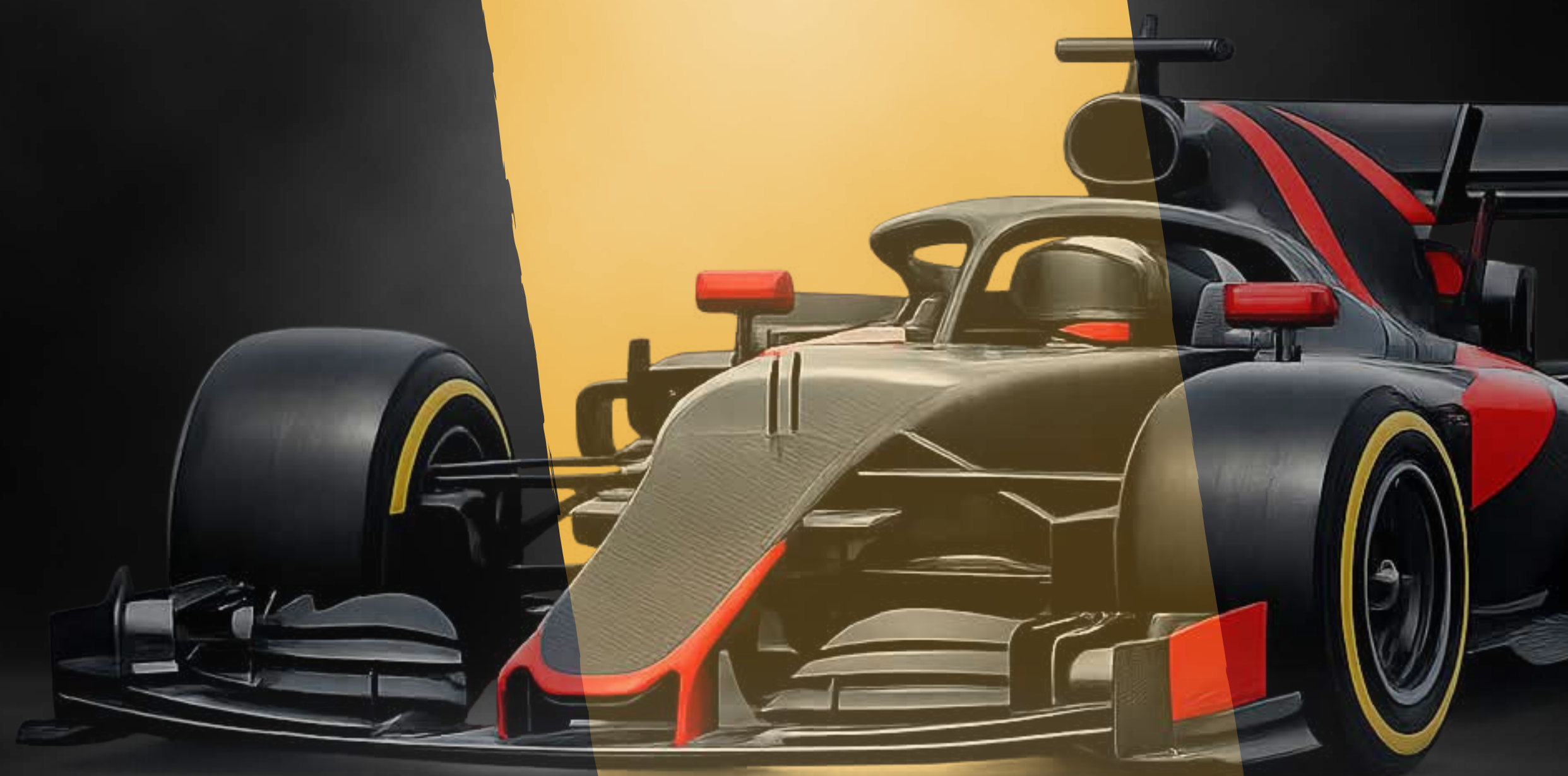
IN ASSOCIATION WITH **THE SUNDAY TIMES**

**ALIGN YOUR BRAND WITH
SPORTING AND WRITING
EXCELLENCE**

WWW.SPORTSBOOKAWARDS.COM

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AN AWARDS WITH 20 YEARS OF HISTORY



THE ANNUAL CAMPAIGN

2

At least 2 stellar live events including awards ceremony at the Oval Cricket ground

5

Five campaign milestones, including the longlist launch for Autobiography of the Year

In 2025 Sir Chris Hoy, Steph Houghton, Neil Ruddock, Jimmy Anderson and Mike Tindall all participated in the launch

100+

Each year, the campaign involves 100+ sports stars and sports writers





THE 2025 SPORTS BOOK AWARDS

The Sports Book Awards is the major annual promotion for sports writing and publishing, the awards exist to highlight the most outstanding sports books of the previous calendar year, to showcase their merits and to enhance their reputation and profile.

The 2025 Awards were held at the Oval Cricket Ground with guests from our esteemed Judging Academy, as well as leading nominees and sports stars.

2025 AWARDS FEATURED:

Brian
LARA

Chris
HOY

Danny
CARE

Khalida
POPAL

Mark
POUGATCH

Christine
OHURUOGU

Jimmy
ANDERSON

Kevin
SINFIELD

Sky
BROWN

Jonnie
PEACOCK

Mike
TINDALL

Neil
RUDDOCK

Steph
HOUGHTON

Katarina
**JOHNSON-
THOMPSON**

Jacque
BELTRAO

ACTIVATION OPPORTUNITIES

STILL ON THE LOOKOUT FOR THAT LAST MINUTE FATHER'S DAY GIFT FOR YOUR CRICKET MAD DAD? OR JUST READY TO TREAT YOURSELF?

BUY FIRST CLASS MEMBERSHIP

BEN STOKES
ON FIRE
My Story of England's Summer to Remember

FREE BEN STOKES ON FIRE AUTOBIOGRAPHY & MERCHANDISE GIVEAWAY

CHARITY PARTNERSHIPS

National Literacy Trust

BESPOKE SPONSOR LED EVENTS



EXTENSIVE SOCIAL REACH



VIP VENUE ACCESS & HOSPITALITY

PARTNERSHIP SUMMARY

National Literacy Trust
Changing life stories

AFFORDABLE ACCESS TO THE MOST LOVED SPORTING TALENT

The Sunday Times April 24, 2022

BEST SPORT BOOKS OF THIS CENTURY REVEALED

The 20th Sports Book Awards in association with The Sunday Times has announced the best sports books longlist of the past 20 years. Subjects on the list include sporting greats Muhammad Ali, Sir Alex Ferguson, inset, and the late Shane Warne.

The longlist has been drawn up by The Sports Book Awards Academy, which over the past 20 years has featured Sir Michael Parkinson, Sir Andrew Strauss, Clare Balding, Gabby Logan, Brian Moore, Sir Tim Rice and the late Bob Willis.

Football has seven nominations in the top 20, while rugby union has four. Sunday Times sports writers David Walsh and Matthew Syed both feature with *Seven Deadly Sins: My Pursuit of Lance Armstrong* and *Bounce: The Myth of Talent and the Power of Practice* respectively. The list is as follows:

CRICKET
On Warne by Gideon Haigh
Harold Larwood by Duncan Hamilton
Cricknet 2.0 by Freddie Wilde and Tim Wigmore

BOXING
All: A Life by Jonathan Eig

AND THE SUN SHINES NOW by Adrian Temperley
THE NOWHERE MEN by Michael Calvin
INVERTING THE PYRAMID by Jonathan Wilson
RED CARD by Ken Benainger

MISCELLANEOUS
The Moth and the Mountain by Ed Caesar
Bounce: The Myth of Talent and the Power of Practice by Matthew Syed
Night Games by Anna Krien
Born Fighter by Ruqsana Begum

RUGBY UNION
Proud by Gareth Thomas (with Michael Calvin)
Beware of the Dog by Brian Moore
Sevens Heaven by Ben Ryan
The Grudge by Tom English

To register your vote, visit www.sportsbookawards.com

The Sports Book Awards in association with The Sunday Times gala dinner takes place at the Kia Oval on May 26.

SPORTS BOOK AWARDS 2022
IN ASSOCIATION WITH THE SUNDAY TIMES

STRONG MEDIA PARTNERSHIPS

WIDESPREAD RETAIL EXPOSURE

Waterstones

CHRISTMAS | BESTSELLERS | HIGHLIGHTS | FICTION | NON-FICTION | CHILDREN'S | STATIONERY & GIFTS | GAMES

You are here: Category > Culture & Hobbies > Book Awards > The Sports Book Awards

CHARLES TYRWHITT SPORTS BOOK AWARDS 2025

The Sports Book Awards 2025 Winners

It is our great pleasure to confirm the winners of the 2025 Sports Book Awards with *My Beautiful Sisters* by Khalida Popal scooping both the 1922 Overall Award for Women's Sports Writing and Overall Sports Book of the Year.

KHALIDA POPAL MY BEAUTIFUL SISTERS

FOOTBALL SUPERSTARS
RASHFORD
RULES

FACTS • STORIES • STATS

SIMON MUGFORD • DAN GREEN

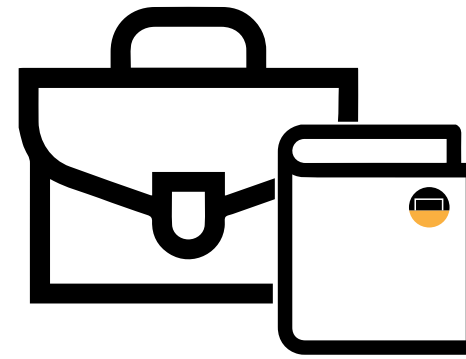
BRAND ALIGNMENT

AUDIENCE INSIGHTS

AFFLUENT AND ENGAGED AUDIENCE, READERS AND PARTNERS



400+ IYNWI attend annual ceremony



250,000 primarily ABC1 demographic readers see branded stickers

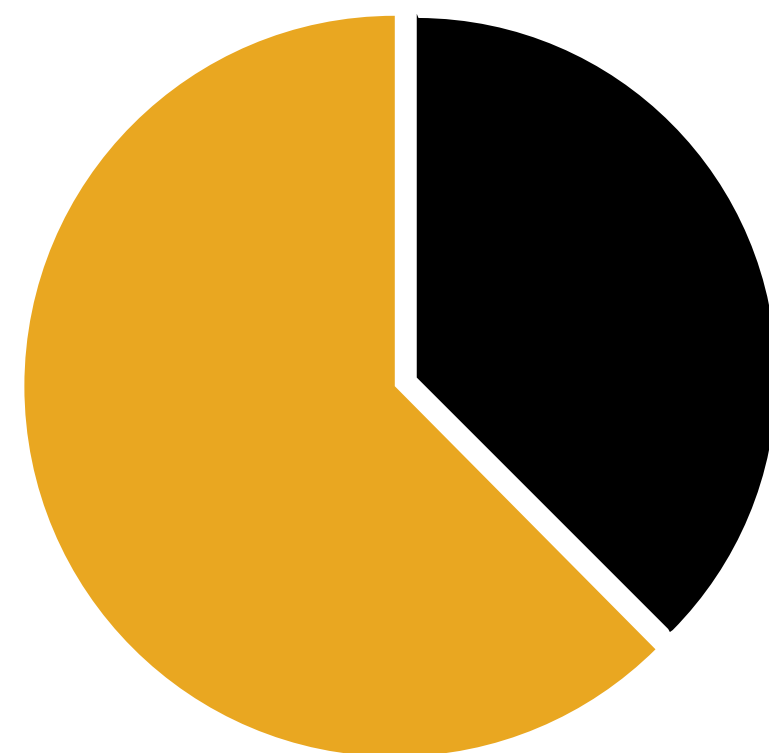


Influential, high profile stakeholders

SEVERAL TARGET AUDIENCES FOR SPONSORS

- High number of publisher attendance, therefore B2B publishing industry relevance (ie printers, suppliers etc)
- High number of sports celebrities, ideal for corporate hospitality and client entertainment.
- Targeted sports categories, allows for targeted approach relevant to each sport (specific suppliers/equipment/insurance/magazines).
- 6 week retail campaign allowing for additional exposure and activations for sponsors
- Wide social media reach, allowing for additional content and competitions beyond the ceremony.

SPORTS BOOK AWARDS AUDIENCE



60% Male

40% Female

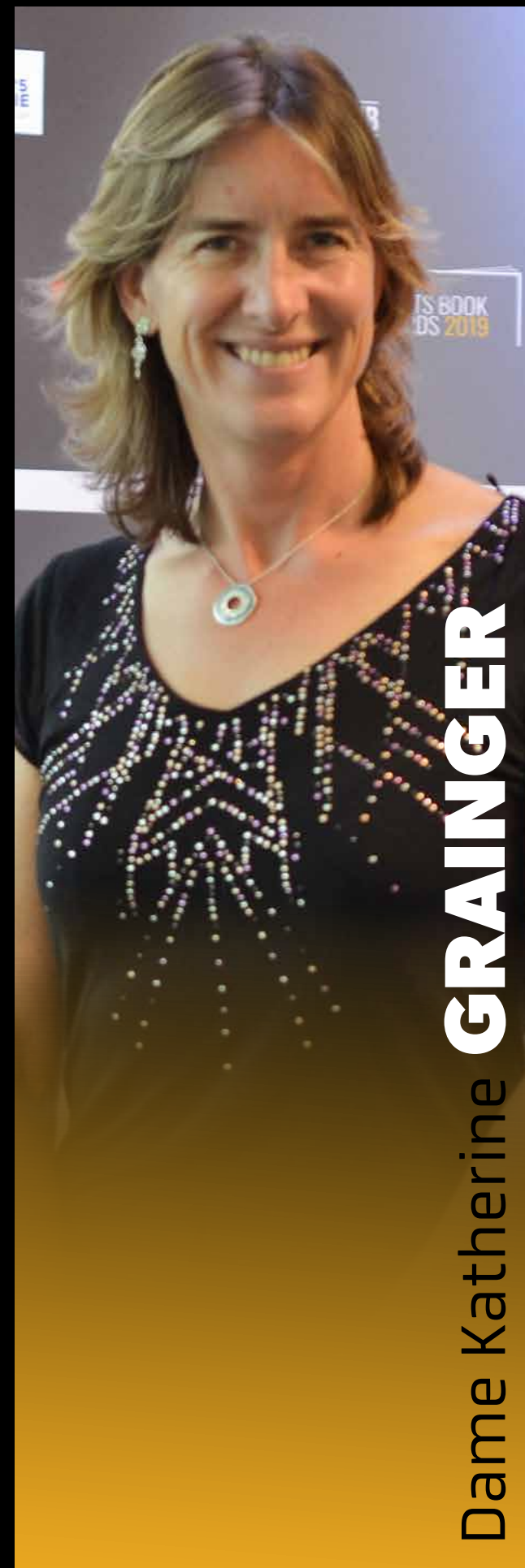
ASSOCIATION WITH PREMIUM AND GOOD WILL BRANDS



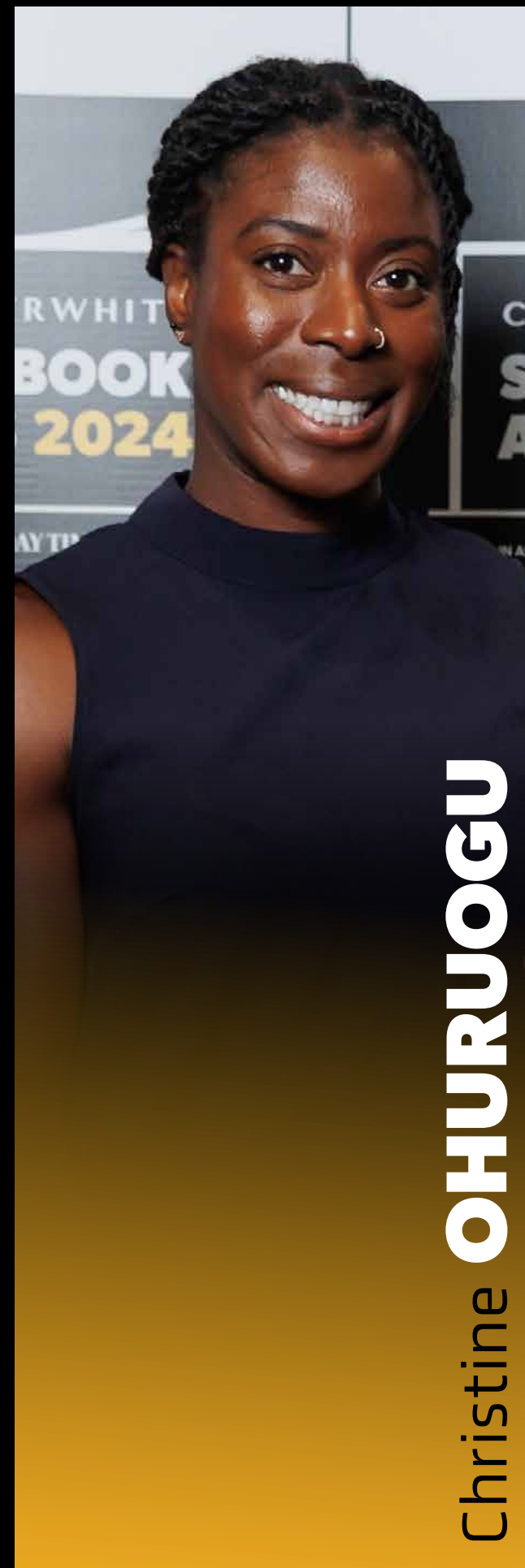
ACCESS TO A STELLAR JUDGING PANEL



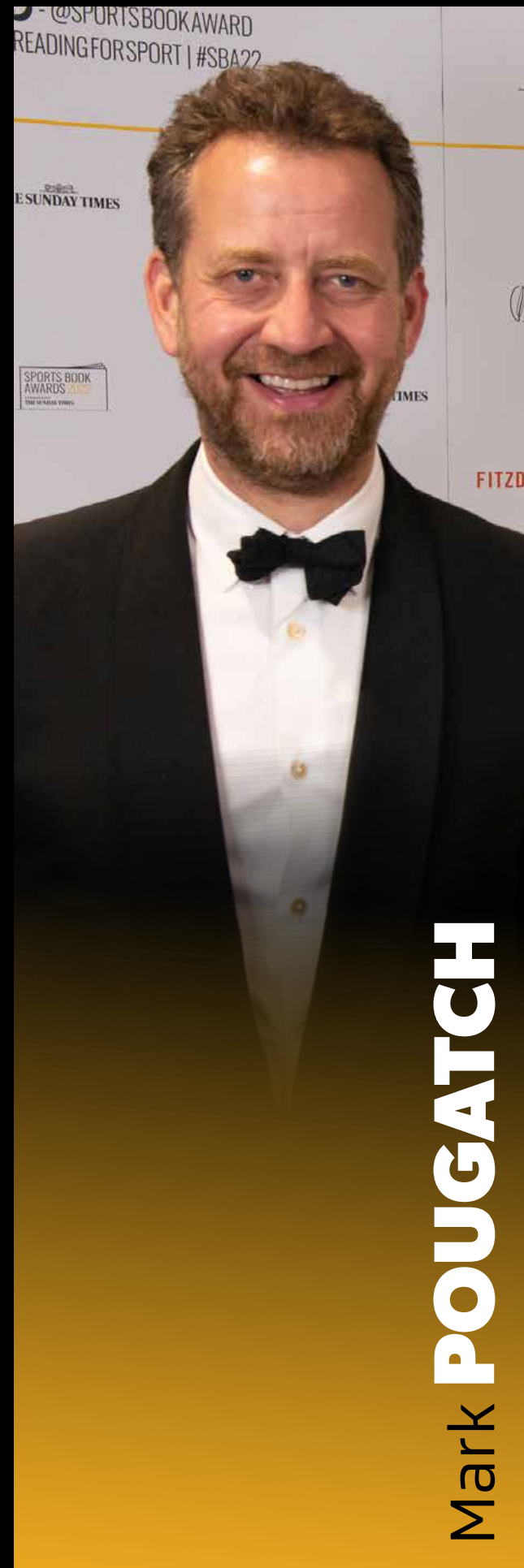
Rory **KINNEAR**



Dame Katherine **GRAINGER**



Christine **OHURUOGU**



Mark **POUGATCH**



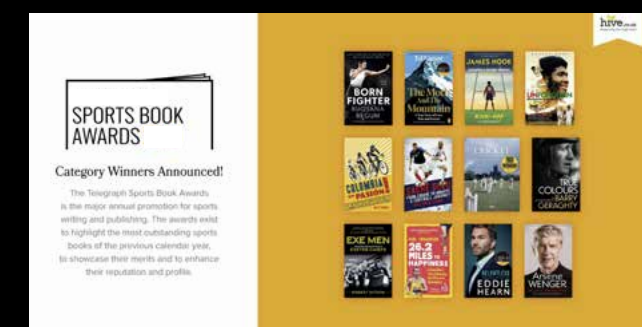
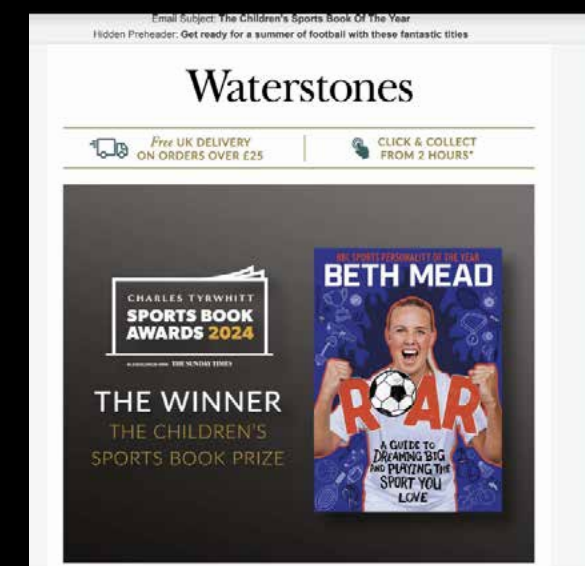
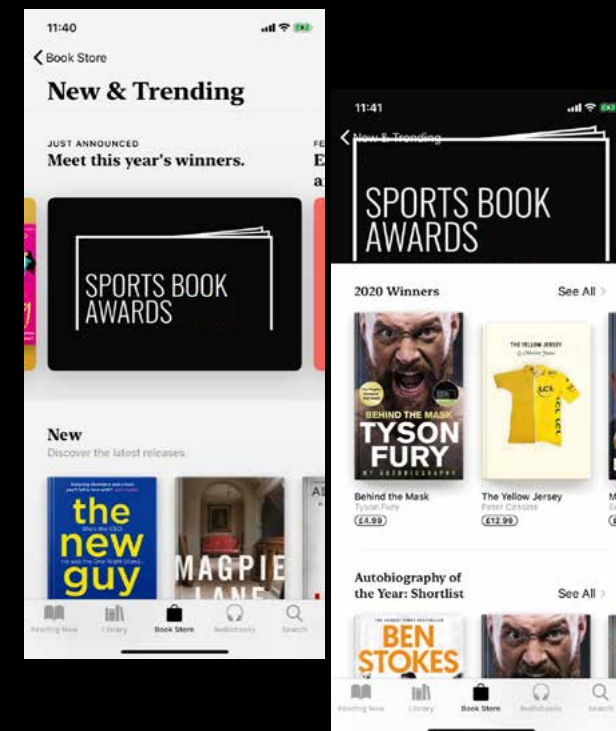
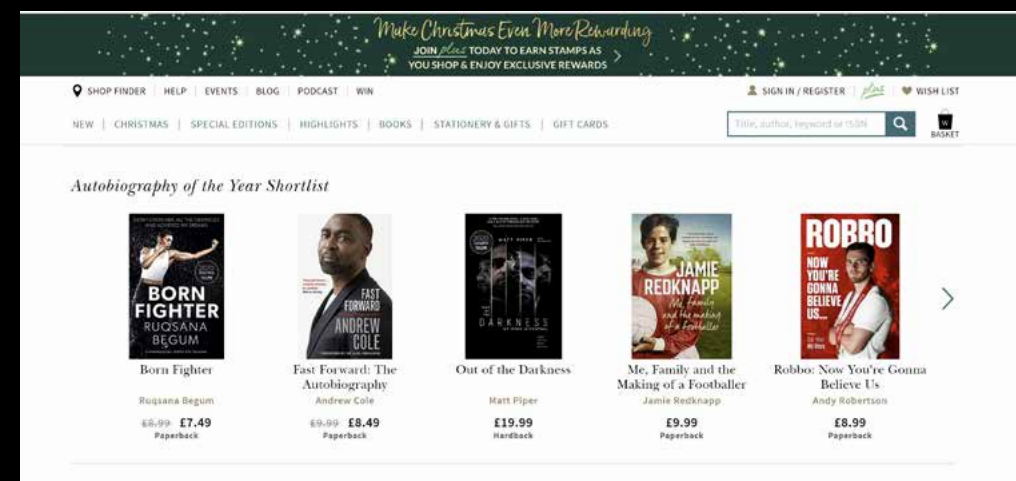
Philippe Auclair
Clare Balding
Derek Barnard
Joey Barton
Jacquie Beltrao
Simon Brotherton
Josh Burrows
Orla Chennaoui
Andrew Cotter
Humphrey Cubbold
Jill Douglas
Katie Field
Hugh Godwin
Darren Gough
Karthi Gnanasegaram
Dame Katherine Grainger
Simon Halliday
Adam Hathaway
Laurence Howell
Tony Hudd

Seema Jaswal
Hyder Jawad
Alison Kervin
Alan Pearey
Rishi Persad
Darren Lewis
Martin Lipton
David Millar
Fran Millar
Belinda Moore
Brian Moore
John Mullin
Christine Ohuruogu
Christian Radnedge
Sir Tim Rice
Brian Scovell
Craig Slater
Clare Tomlinson
Annie Vernon
Isabelle Westbury
Richard Whitehead

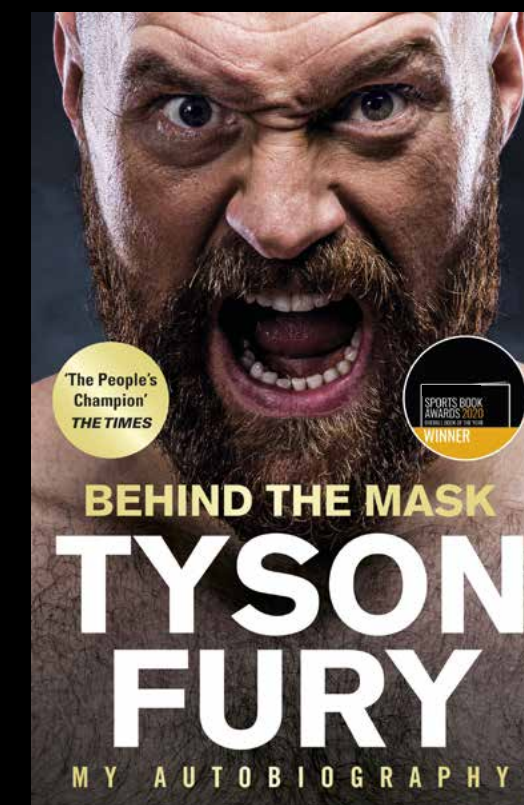
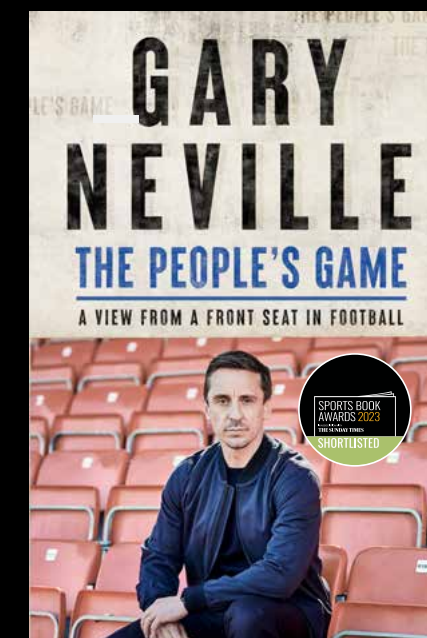
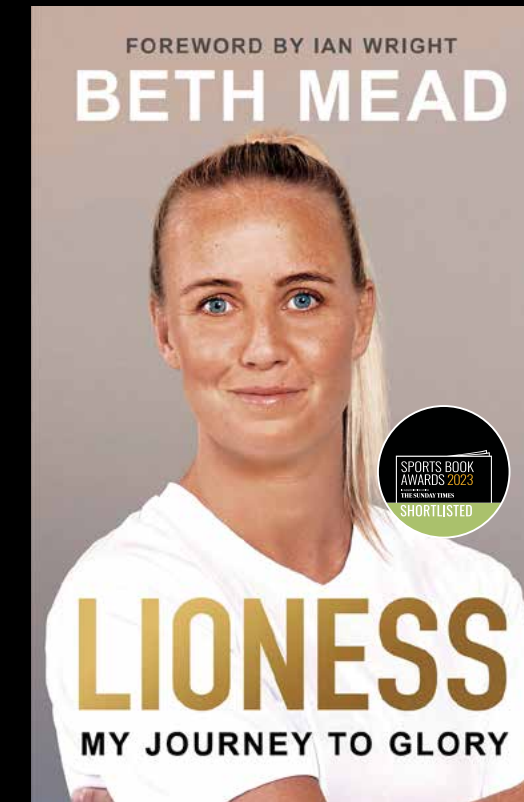
David Willis
Rugby Writers' Association
Sky Sports Cricket Commentary Team
Andrew Strauss
Beth Tweddle
Lawrence Dallaglio
Isa Guha
Gabby Logan
Andrew Cotter
Louise Minchin
Adam Smith
Annie Vernon
Nick Hoult
Clement Linox
Ben Shires
Mark Pougatch

SATURATION COVERAGE ACROSS ONLINE AND HIGH STREET RETAILERS

Bespoke Sports Book Awards pages on all major online retailers.



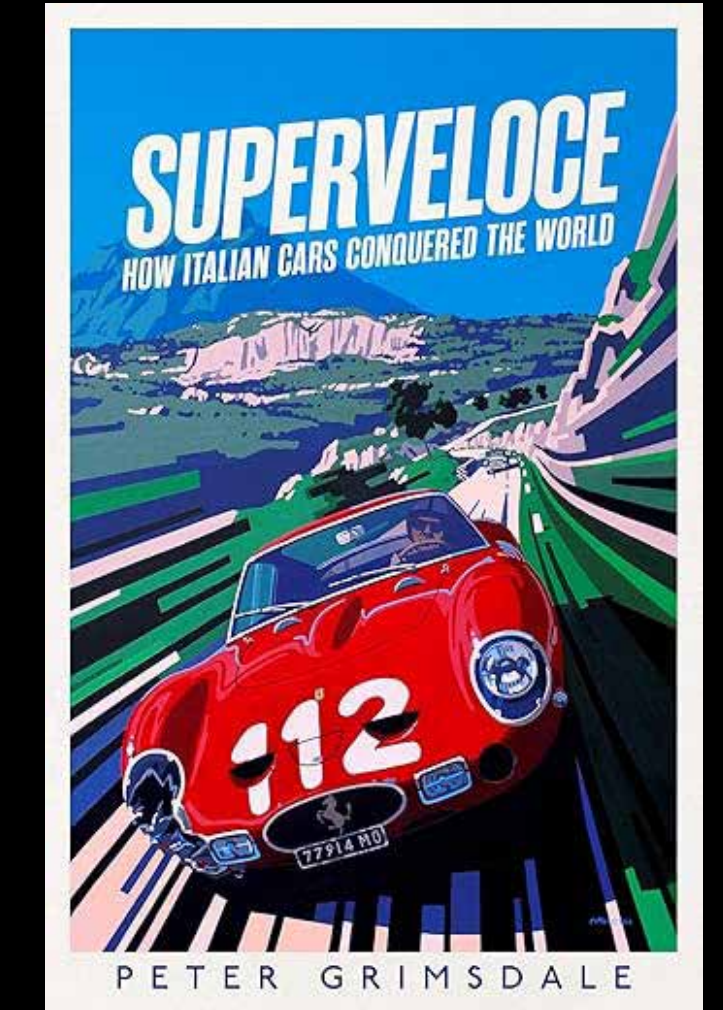
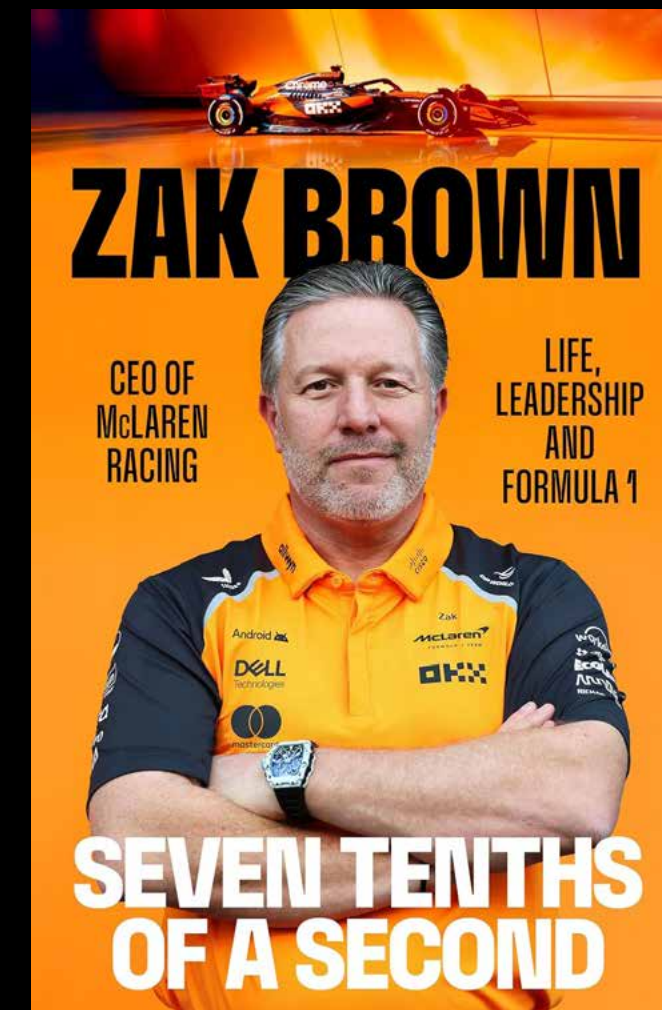
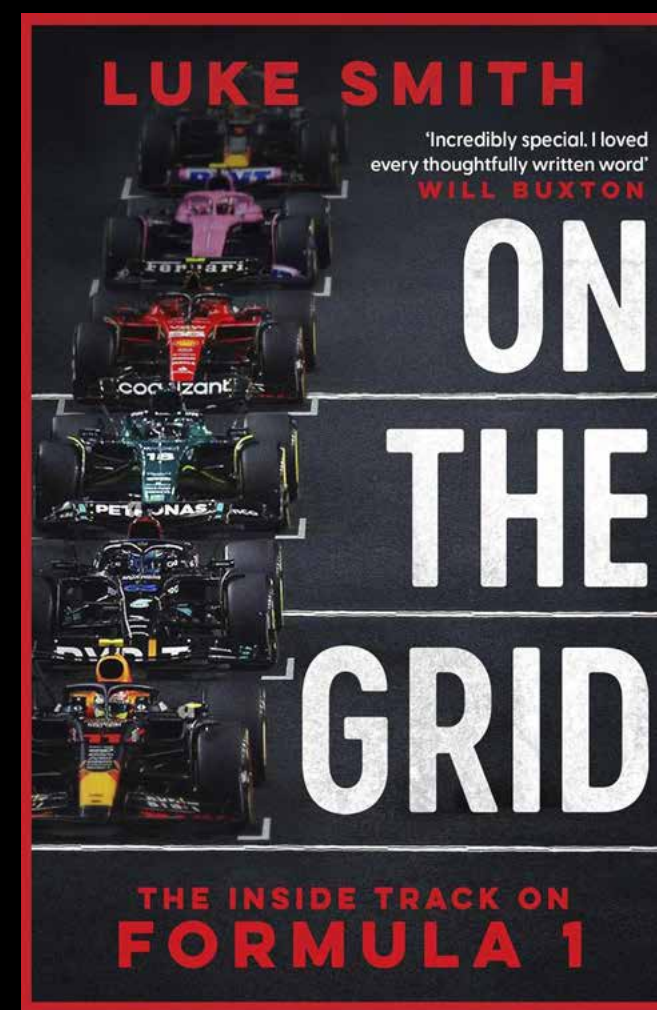
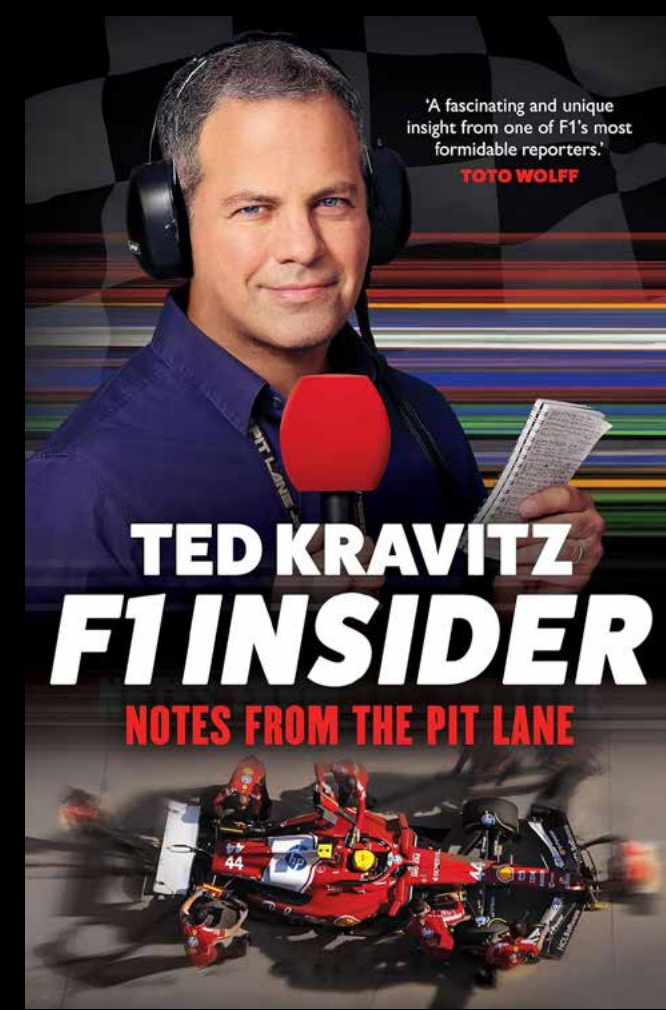
Extensive in-store engagement with branded stickers on all the biggest selling sports books including a retail partnership with Waterstones.



MOTORSPORTS BOOK OF THE YEAR 2026

The 2026 Motorsports Book of the Year shortlist will feature a diverse range of works – some of the possible books in contention are shown below.

The shortlist will be announced in April 2026, with the winner announced in May 2026 at the Kia Oval in London.



MOTORSPORTS BOOK OF THE YEAR CATEGORY SPONSORSHIP BENEFITS INCLUDE

- Naming rights for a category, with your brand referenced across all awards collateral.
- Opportunity to partner on bespoke social media campaign (2.5M impressions in 2025).
- VIP table of 10 at our annual awards dinner at the Kia Oval.
- Sponsor representative to hand over the award at our annual awards dinner.
- Sporting celebrity to present the award to winners with a sponsor representative.
- Your branding at all live events and across all our digital platforms and campaigns.
- A5 page advert in our awards dinner brochure.
- Opportunity for bespoke editorial with sports book awards media partners.
- The right to create or sample in goodie bags given to guests, and on guests' tables.
- Inclusion in our email newsletters to consumer database.

TOTAL PRICE - £8,500 + VAT



CONTACT DETAILS

OMAR KHAN

Co-owner

omar@khanconsulting.co.uk

07764 299902

