



NATIONAL
iNNOVATION
CHALLENGE

WELCOME



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CHALLENGE



We are thrilled to announce the entries for the National Innovation Challenge 2027 are now open. Nearly 200 schools, sixth forms, and colleges from across the UK took part, showcasing the extraordinary creativity, passion, and determination of young innovators ready to make their mark.

Thanks to the support of the Massachusetts Institute of Technology Industrial Liaison Program, the winning students took their brilliant inventions all the way to Boston, USA, where they collaborated with world-leading research experts. This experience has changed lives, inspired futures, and unlocked limitless possibilities. Now, we're inviting you to join us on this journey.

You now have the unique opportunity to sponsor the 2027 National Innovation Challenge. You'll be investing in the next generation of problem-solvers, creators, and leaders. Together, we can empower students to turn bold ideas into real-world impact - and drive innovation that changes the world.

KEITH SMITH

Chief Executive Officer (CEO)
HRUC

INTERNATIONAL REACH



NATIONAL IMPACT

The Challenge attracted entries from schools, colleges & sixth forms across the UK, including:

- 📍 England
- 📍 Northern Ireland
- 📍 Scotland
- 📍 Wales

FINALISTS





**NATIONAL
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NATIONAL MEDIA COVERAGE

Outstanding national media exposure included live broadcasts and podcast interviews with 20 leading regional radio stations across the UK, collectively reaching an impressive audience of nearly 4 million listeners.

Coverage spanned the length and breadth of the country — from BBC Radio Devon and Spark FM in Sunderland, to Manx Radio on the Isle of Man, and BBC Radio Ulster in Northern Ireland. This extensive reach not only amplified event awareness but also positioned our partners directly in front of engaged local communities and loyal regional audiences, delivering exceptional visibility and brand impact.



PARTNER WITH US





POWERFUL PARTNERSHIPS

Forge lasting alliances with UK colleges, schools and employers by positioning your brand at the heart of education and industry collaboration.



ELITE BRAND POSITIONING

Elevate your reputation by aligning with one of the world's most respected institutions in innovation, technology and education.



SIGNIFICANT MEDIA EXPOSURE

Showcase your brand alongside leading industry figures, gaining national coverage and recognition within influential academic and professional networks.



GLOBAL PRESTIGE & LONG-TERM IMPACT

Associate your company with an innovation journey that culminates in the USA, projecting your brand to an international audience and reinforcing global credibility.



EARLY ACCESS TO TOP TALENT

Secure an early pipeline to exceptional innovators in STEM, reducing recruitment costs while positioning your company as the employer of choice for future leaders.



CATALYST FOR INNOVATION

Support breakthrough student projects to enhance your R&D and unlock new business opportunities.



VISIBLE ESG LEADERSHIP

Stand out as a champion of sustainability, diversity and education by strengthening your ESG credentials and demonstrating action on UN Sustainable Development Goals.



ENGAGED WORKFORCE DEVELOPMENT

Inspire and upskill your employees through high-impact sponsorship roles such as mentoring, judging and volunteering on a national stage.

ANNUAL AWARDS 2026



"It was brilliant to see the creativity, innovation and application of AI-driven projects at scale."

**HELEN
WALKER**

Pearson



"I was excited to be part of the National Innovation Challenge and see how young minds could develop innovative solutions to help some of humanity's greatest challenges"

**SARWAR
KHAN**

BT



**"AMAZON IS VERY
PASSIONATE ABOUT
INVESTING IN THE
COMMUNITIES IN WHICH
WE OPERATE. THE NATIONAL
INNOVATION CHALLENGE
FITS INTO THAT ETHOS OF
CREATING THE NEXT
GENERATIONS OF
INNOVATORS"**

**THILOSHINI
ELLARY-BACHU**

Amazon



THE WINNERS 2026





"We would encourage anyone considering entering next year to go for it!

Don't be afraid to put your ideas forward or doubt what you're capable of achieving."

ROADIQ:
SHLOK PATEL
FAITHON FERNANDES
XAINALDO DE SOUZA

HRUC
West London



"We're so excited about our trip to the USA!"

The opportunity to present our ideas to professors at MIT and learn from their expertise is truly inspiring"

DUO-POD:
OLLIE EDWARDS
WOJCIECH ZOLNIK
TIM CLEGG

St Bede's Catholic
High School



NATIONAL iNNOVATION CHALLENGE



SPONSORSHIP PACKAGES



PACKAGE OPTIONS	BRONZE	SILVER	GOLD	PLATINUM
Logo on website				
Logo feature in all email campaigns and communication with participants				
Branded Event giveaway (one item) at Awards				
Logo on digital screens during Awards				
Headline Sponsor Promotion in Press Release				
Logo on promotional photo wall at Awards				
Ad in Awards programme	¼ Page	¼ Page	½ Page	Full Page
VIP Seats at Awards Table	4	6	8	10
LinkedIn Social Media Campaign Posts	1	2	3	4
National Judging Panel Member				
Presenting Awards to Category Winners				
Speaking at Awards				5 mins
Post-event Social Media Spotlight Feature (Awards)				

BE PART OF THIS INCREDIBLE JOURNEY!



SPONSORSHIP

Now, we invite you to join this incredible journey by sponsoring the National Innovation Challenge 2027.

Several packages are available to suit your budget (see previous page).

FURTHER COLLABORATION OPPORTUNITIES

We are also offering the opportunity to join the HRUC Innovation Partnership, enabling partners to access some of the benefits of our links to MIT ILP (Massachusetts Institute of Technology Industrial Liaison Program).

Please scan the QR code below to register your interest:



