



Golden Service  
Awards 2022



# Sponsorship Guide

[www.goldenserviceawards.co.uk](http://www.goldenserviceawards.co.uk)



# About the awards

As the leading awards programme in the FM and contract cleaning sectors in the UK and Ireland, the Kimberly-Clark Professional Golden Service Awards offer an excellent sponsorship opportunity with many benefits from PR and social media coverage, excellent branding and networking amongst your target audience.

The Golden Service Awards were created nearly 30 years ago and continue to be one of the industry's best events.

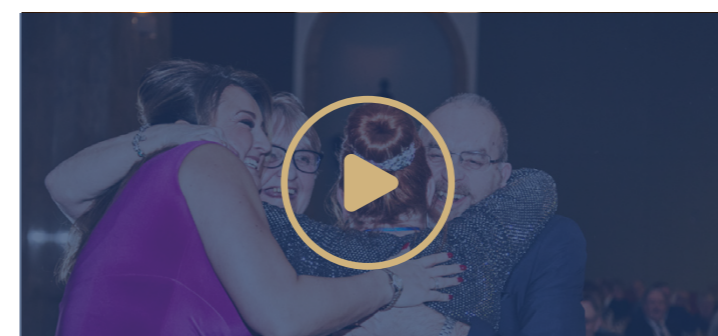
What is more, they are acknowledged internationally as the hallmark of quality and are instrumental in raising cleaning standards in the industry.

They are designed to reward excellence by cleaning teams, across a variety of sectors and are held every two years.

The 2022 programme will open for entry in July 2021 and the awards event will be held in London on Thursday, 17th March 2022.

## Why you should sponsor

1. Opportunity to align your business or brand with cleaning & service excellence
2. Excellent networking opportunities – meet existing business contacts and make new ones
3. Reach 500 people from industry CEOs, blue-chip clients, leading suppliers and industry influencers as well as the media
4. High profile branding throughout the Golden Service Awards programme spanning one year
5. Align your brand/company with a specific awards excellence category
6. Cost effective means of promoting your brand/company to the FM and contract cleaning audience



[Watch the Kimberly-Clark Professional Golden Service Awards 2020 - Sponsors Highlights.](#)



Multi-award winning comedian, writer and presenter, Dominic Holland, revealed the winners of the Golden Service Awards 2020 at the London Hilton.

# Extensive marketing coverage for your brand



We work closely with three media partners throughout the awards programme to promote it widely to the industry and communicate each step of the journey. Details of the sponsors are included throughout PR and marketing content.

As part of the sponsorship, we have been able to secure a number of exclusive features for the gold and silver sponsors. There will also be mentions in all the press releases and content sent to the media, as well as a presence on [www.goldenserviceawards.co.uk](http://www.goldenserviceawards.co.uk).

## Media Partners

CLEANINGMATTERS

Tomorrow's  
Cleaning

FMJ  
FACILITIES MANAGEMENT JOURNAL

There will be an opportunity to tell your brand story, with brand mentions and logo recognition across the PR campaign which includes 6 press releases, 13 emailers, features, social media mentions on Twitter and LinkedIn as well as content included on the website.

- Twitter reached over **113,000** accounts
- **323** tweets
- **79** pieces of coverage in the cleaning and FM media with a **1.5 million circulation**
- **Over 2 million** banner ad impressions
- Just under **2000** click thrus from banner ads
- Over **65,000** impressions on LinkedIn



Tomorrow's Cleaning



FMJ Online



Cleaning Matters



Tomorrow's Cleaning



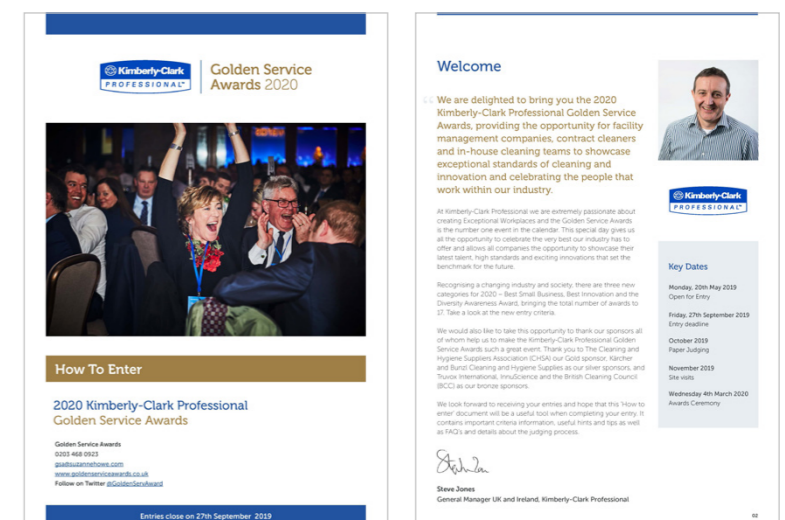
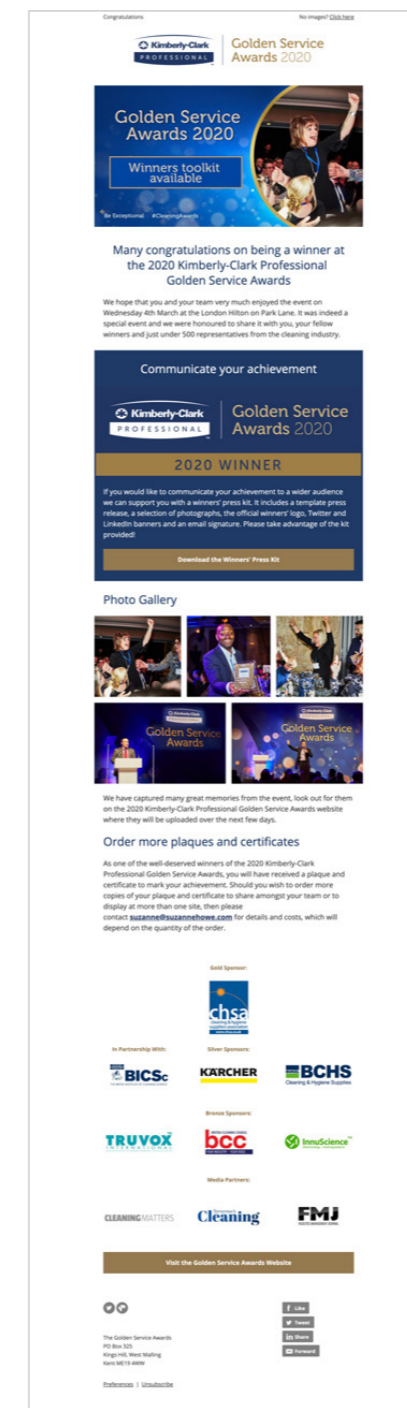
European Cleaning Journal



This Week In FM

## Awards marketing materials

### Email Campaigns



### How to Enter Guide



### Programme

# Awards categories for sponsorship

**1. Healthcare:**

To include care homes, surgeries, clinics, dentists

**2. Hospitals:**

To include hospitals – both private and NHS

**3. Office areas below 100,000 sq ft:**

For all or part of a building

**4. Office areas between 100,000 and 300,000 sq ft:**

For either all or part of a building



**5. Office areas between 100,000 and 300,000 sq ft:**

For all or part of a building

**6. Office areas over 300,000 sq ft:**

For all or part of a building

**7. Education – Pre-School and Primary :**

To include primary schools – private and public sector, nurseries

**8. Education – Secondary and Further Education:**

To include private and public sector secondary schools, universities and colleges



**9. Retail/Shopping Malls under 1 million sq ft.**

**10. Retail/Shopping malls over 1 million sq ft.**

**11. Manufacturing:**

Factories – across all sectors including food, processing plants and power stations

**12. Hospitality:**

To include hotels, restaurants, cafes, holiday parks

**13. Leisure:**

To include stadiums, outdoor shopping malls & plazas, theme parks, airports and stations

**14. Environmental Awareness:**

For companies that have taken significant steps in their responsibility of the environment



**15. Training:**

For cleaning service companies with excellent innovative training strategies that give consideration to national training policy

**16. Diversity:**

For businesses that have the best initiative which demonstrates the company practises, diversity and inclusion

**17. Going the extra mile:**

For businesses that have gone the extra mile in times of adversity



**18. Small business – below £3 million**

**19. Supervisor of the Year**

**20. Cleaning Operative of the Year**



## Judges

The judging is undertaken by BICSc, the British Institute of Cleaning Science.

Headed up by Stan Atkins, Group Chief Executive Officer at BICSc, the team of judges are responsible for:

- the entry process
- the first stage of judging and selecting the finalists
- Site visits
- selecting the winners



Stan Atkins, Chief Executive Officer  
British Institute of Cleaning Science

# Sponsorship Packages

## GOLD | £15,000

- ✓ Table of ten at Awards event worth £2,050
- ✓ Gold sponsor slot during Awards event for video to be shown
- ✓ Bespoke email to the GSA database containing content of their choice and video
- ✓ Exclusive press release announcing sponsorship
- ✓ Three bespoke features across the three media partners – Facilities Management Journal, Cleaning Matters and Tomorrow's Cleaning
- ✓ Extensive PR coverage – up to 14 pieces of coverage in the cleaning and FM media worth approximately £10,000
- ✓ One full page double page spread in 'new look' event programme
- ✓ 2 dedicated LinkedIn posts on the KCP page to over 5,000 followers
- ✓ 3 dedicated Twitter posts linking to sponsors' website
- ✓ Category sponsorship and presentation of award at the event
- ✓ Over 50 social media mentions across LinkedIn and Twitter (providing approx.120,000 impressions)
- ✓ Prominent logo recognition in all email communications and literature including 'how to enter' document spanning a year
- ✓ Prominent logo recognition at the event on pop up banners, presentation, videos and programme
- ✓ Company profile, contact details and logo presence on GSA website
- ✓ Exhibition area in the reception area
- ✓ Excellent exclusive advertising rates with the three media partners
- ✓ Invitation to wrap up meeting in May 2022

# Sponsorship Packages

## SILVER | 5 x £10,000

- ✓ 5 tickets to the event worth £1,025
- ✓ Category sponsorship and presentation of award at the event
- ✓ One bespoke feature with one of the three GSA media partners
- ✓ Extensive PR coverage – up to 14 pieces of coverage in the cleaning and FM media worth £10,000
- ✓ 1 dedicated LinkedIn post on the KCP page to over 5,000 followers
- ✓ 2 dedicated Twitter posts linking to sponsors' website
- ✓ Over 50 social media mentions across LinkedIn and Twitter (providing approx. 120,000 impressions)
- ✓ Logo recognition in all email communications, press releases and literature including 'how to enter' document spanning a year
- ✓ Logo recognition at the event on pop up banners, presentation, videos and 'new-look' event programme
- ✓ Company profile, contact details and logo presence on GSA website
- ✓ Excellent advertising rates with the three media partners
- ✓ Invitation to wrap up meeting in May 2022

# Sponsorship Packages

## BRONZE | 5 x £5000

- ✓ 3 tickets to the event worth £615
- ✓ Category sponsorship and presentation of award at the event
- ✓ Extensive PR coverage – up to 14 pieces of coverage in the cleaning and FM media
- ✓ Over 30 social media mentions across LinkedIn and Twitter (providing approx. 72,000 impressions)
- ✓ Logo recognition in all email communications, press releases and literature including 'how to enter' document spanning a year
- ✓ Logo recognition at the event on pop up banners, presentation, videos and 'new-look' event programme
- ✓ Company profile, contact details and logo presence on GSA website
- ✓ Excellent exclusive advertising rates with the three media partners
- ✓ Invitation to wrap up meeting in May 2022

# Sponsorship Packages

## Category Sponsorship | 5 x £2500

- ✓ Category sponsorship and present award at the event
- ✓ Logo recognition at the event on pop up banners, presentation, videos and 'new-look' event programme

## Table Sponsorship | £1500

- ✓ Two chocolates in a gold box at every place setting at the event
- ✓ Card at each table setting with sponsor's name and logo, providing exposure to approx. 450 guests.



# Please get in touch if you would like to be a sponsor:

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2022