



Your Sponsorship Invitation



**GLOBAL
GOOD[®]
AWARDS**
REWARDING WITH PURPOSE



SUPPORTING



ACCREDITED

Rewarding with Purpose

Founded in 2015 and celebrating our 10th year in 2024, the Global Good Awards is all about recognising businesses, NGOs, charities and social enterprises of all shapes and sizes around the world that are driving social and environmental change.

We are in the final decade to save our existence on this planet, so we need sponsors, entrants, winners and judges who share the same ethos, which is what sets us apart.

We're independent. We're not tied to any large publishing or event company, which means that our decisions and actions are not influenced by any vested interests or operational restrictions; we are free to develop the Global Good Awards in line with our ethos.

SPONSORING WITH GLOBAL GOOD

We think carefully before inviting or accepting a company to work with us as a sponsor – and we don't ask many. They will be sharing the limelight of Global Good with us at the events and throughout the communications cycle.

Some sponsor an award category, some work with us much more closely.

We received the first 'OUTSTANDING' Awards Trust Mark in the world in May 2018... and have retained it every year.



The Global Good Awards was the first scheme to earn the highest level of accreditation with the Awards Trust Mark – currently referred to as 'Outstanding'. Now in their tenth year the scheme still is, in my opinion, the most ethical and transparent awards programme out there. As such we regularly recommend them to clients who only want their brands to be associated with awards that reflect well on their brand and ESG purpose. Having reviewed the entry processes, seen the extent to which the judges debate the winners, heard about the excellent customer experience provided to all entrants, and witnessed the extraordinary sustainability credentials of their events, I can honestly say that I would love it if the whole awards industry took a leaf from their book.

Chris Robinson

Founder and Managing Director of Boost Awards and co-founder of the Awards Trust Mark



Sponsorship Opportunities

Given the global challenges over the last few years, the Global Good Awards has continued to grow in stature and credibility. Entries have increased year on year, (with an upturn of 100% over the last three years) and are received from leading brands, partnerships, local initiatives, SMEs and social enterprises across many sectors from around the world. Based in the UK, we still see around 40% of our entries from overseas. A growing list of organisations offer their support to our programme, and many have pledged for that support to continue in 2024.

Moving forward, our mission is to build on the success of the previous years and continue to push the boundaries to embed sustainability and social impact within our awards programme.

2024 marks our 10th year and we have some exciting changes to announce over the coming months which will

develop our brand further towards a more 'year-round' initiative. We'll be communicating and engaging in ways to ensure our sponsors benefit from a 12-month platform to maximize their opportunities with us.

We continue to challenge the 'business as usual' approach in the awards sector by constantly evolving; trying new things year on year. In 2024, we'll be directing more attention to our winners; showcasing their winning activities throughout our annual communications programme and also putting a spotlight on those game changing innovations that drive positive change.

In 2022, we introduced our first hybrid event, giving guests the option to be with us in person or to experience the event, streamed live, in their home or office anywhere in the world. This will continue annually, as we encourage our no-fly policy to our events.



We would be delighted if you would join us in delivering the 2024 Awards by taking one of the many sponsorship opportunities available and at the same time showcasing your own sustainability activities and initiatives. Sponsors will have significant opportunities for event branding, online exposure through the website, marketing and PR in advance, during and after the event.

We have a wide range of sponsorship packages; we are also open to more strategic partnerships that can maximise your investment at the same time as spreading your social or environmental sustainability message.

The Way We Work

We have a strong, sustainable and consistent team, from our photographers to our judges, and we only work with partner companies that share our values. This approach has undoubtedly made the Awards stronger year on year. We also draw upon the knowledge of a steering group of individuals with many years' experience in sustainability, to ensure that the Global Good Awards remains effective, credible and keeps up with the latest developments in the sector.

We understand the role of sponsorship in helping us to celebrate the Award winners; we also understand that our sponsors need a 'Win' themselves. We carefully align sponsors with categories and our team works with theirs to find the best awareness and positioning for each. In whatever way a sponsor chooses to work with Global Good, they have the same commitment from us.

You will be joining an established and dedicated team that shares our values and purpose. Here are a few of our current and recent sponsors:



[Find out who our other sponsors are here...](#)

Our Winners



[See some of our other winners here...](#)

Why you should join us for 2024!

It's not just the ethos of the Global Good Awards that makes us stand out from the crowd:

Entrants

We are UK based but a global scheme, boasting a wide range of categories, open to all organisations of all sizes from any country. Entry activities can be focused within any country (locally or nationally) or globally.

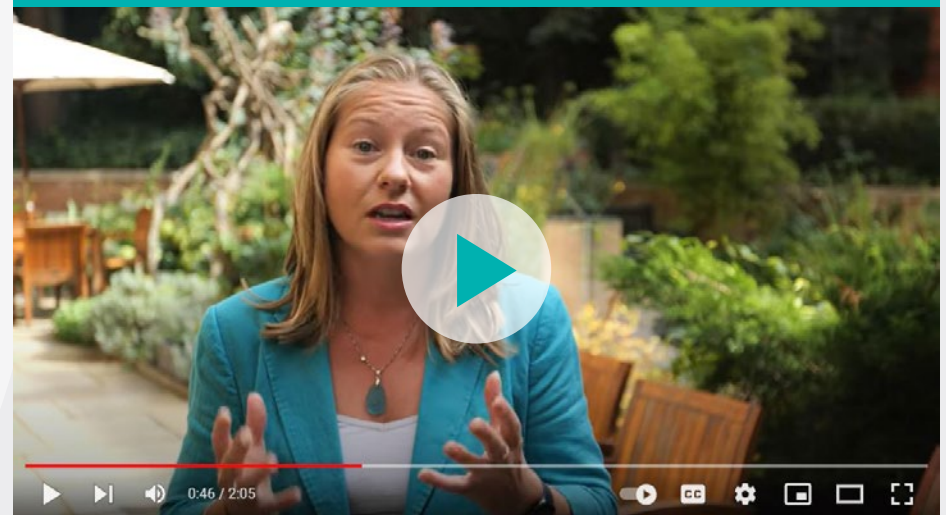
Judging

We don't purely rely on the maths of online scoring. Our independent and impartial panel of judges has considerable experience in all areas of sustainable development and we match that experience to the most appropriate category, to ensure each entry gets the most thorough evaluation possible. They don't reward aims, targets.... or greenwash!

Our Events

We don't believe that we can celebrate sustainability without being sustainable ourselves, so everything about our Awards is completely sustainable from the food to the dress code.

[You can read more about our ethics and sustainability here...](#)



Click on the image above to watch a two-minute video about how we reward our winners. (external link)

Platinum Sponsorship

Pre-event

- Agree and develop interactive way to communicate your key objectives or services into the event and winners' celebrations to aid guests' understanding of your work.
- Dedicated sponsorship announcement, regular features in several GGA newsletters and communications on LinkedIn.
- Opportunity for one dedicated newsworthy PR opportunities through our PR agency, Barley Communications.
- Gain new contacts by hosting a webinar, and/or 30 min 1-2-1 clinics which all entrants will be invited to attend/book.
- Invitation with unlimited guests to attend monthly Global Good Leaders social gatherings (and sponsorship of one selected month) for all sponsors, partners, previous winners; offering an opportunity to meet, engage and collaborate. Invite your clients and suppliers too...
- Highly visible branding throughout the website on multiple and highly visited pages with a dedicated profile page including photos, videos and links to highlight your sustainability policies and key achievements.
- Regular article and video sharing of your own content through social media plus additional mentions of sustainability strategies, sustainability reports and other related activities. A set of campaigns can be created by you for us to push in the lead up to the event.
- Branding on email signatures, e-newsletters, digital letterhead and all written communications to our database including name checks through content and social media.
- Invitation to a senior member of your team to join the 2023 Judging Panel, judging categories specifically relevant to their experience. (NB: The Judging Panel is often confirmed by February so this is only available if sponsorship is confirmed in time).



Platinum Sponsorship (cont.)

Event Day

- Highly visible branding throughout the awards ceremony.
- Branding throughout the Awards Ceremony event on all tangible materials, including signage, e-tickets, logos on lecterns in front of hosts, stage, onscreen presentations, event app and printed programme.
- Opportunity to run an active learning workshop prior to the Awards Ceremony (circa 3-5pm).
- Regular name checks, during the awards events and all communications prior to and post-event.
- Include an item in our sustainable 'Eco-goodies market stall'.
- Up to eight in-person tickets for your organisation, clients and suppliers to attend the Awards Ceremony, with a pre-event sponsors and judges' VIP drinks reception, all plant-based meal and unlimited drinks.
- Introductions with fellow sponsors and photo opportunities with distinguished guests.
- Presentation of one award category to the winners with name checks to stage and photo opportunity.

Post Event

- Mentions in all post event related communications.
- The company branding will remain on the website and on all marketing materials associated with that year's winners until promotions for the following year commence, which, if the full priced package is taken early enough in the programme, can be up to 12 months.

Estimated Package Value: £36,500
Platinum Sponsor Investment: £22,500

<p>SUPPORTING</p> 	<p>1% of all turnover – not profit – will be donated to CoolEarth from sponsorship, entry fees and ticket sales.</p>
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Gold Sponsorship

Pre-event

- Agree and develop with you an interactive way to communicate your key objectives or services into the event and winners' celebrations to aid guests' understanding of your work.
- Dedicated sponsorship announcement, regular features in several GGA newsletters and communications on LinkedIn.
- Gain new contacts by hosting a webinar, and/or 30 min 1-2-1 clinics which all entrants will be invited to attend/book.
- Highly visible branding throughout the website with a dedicated profile page including photos, videos and links to highlight your sustainability policies and key achievements.
- Up to four items of article and video sharing of your own content through social media plus additional mentions of sustainability strategies, sustainability reports and other related activities.
- Invitation to a senior member of your team to join the 2023 Judging Panel, judging categories specifically relevant to their experience. (NB: The Judging Panel is often confirmed by February so this is only available if sponsorship is confirmed in time).
- Invitation with unlimited guests to attend monthly Global Good Leaders social gatherings (and sponsorship of one selected month) for all sponsors, partners, previous winners; offering an opportunity to meet, engage and collaborate. Invite your clients and suppliers too...



“

Every single detail about the Global Good Awards has sustainability woven into it – it's so inspiring!

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**Louisa Harris
Brandpie**

Gold Sponsorship (cont.)

Event Day

- Highly visible branding throughout the awards ceremony.
- Branding throughout the Awards Ceremony event on all tangible materials, including signage, e-tickets, logos on lecterns in front of hosts, stage, onscreen presentations, event app and printed programme.
- Opportunity to run an active learning workshop prior to the Awards Ceremony (circa 3-5pm).
- Include an item in our sustainable 'Eco-goodies market stall'.
- Up to four in-person tickets for your organisation, clients and suppliers to attend the Awards Ceremony, with a pre-event sponsors and judges' VIP drinks reception, all plant-based meal and unlimited drinks.

Post Event

- The company branding will remain on the website and on all marketing materials associated with that year's winners until promotions for the following year commence, which, if the full priced package is taken early enough in the programme, can be up to 12 months.

Estimated Package Value: £18,000

Gold Sponsor Investment: £9,000

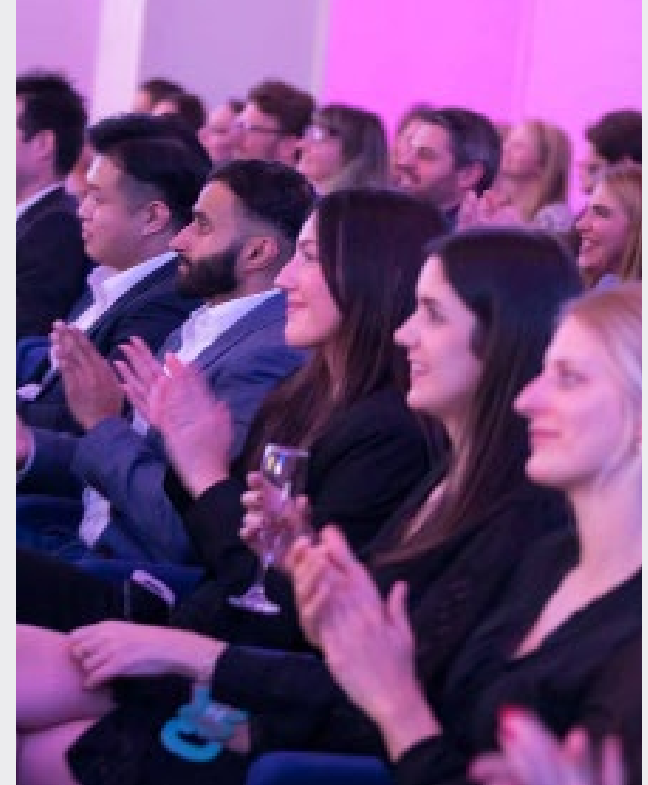
<p>SUPPORTING</p> 	<p>1% of all turnover – not profit – will be donated to CoolEarth from sponsorship, entry fees and ticket sales.</p>
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Category Sponsorship

Pre-event

- Sponsorship announcement through our GGA newsletter on LinkedIn and across other social channels.
- One topical feature piece within the LinkedIn e-newsletters highlighting the message that you want to associate with Global Good.
- Gain new contacts by hosting a webinar, and/or 30 min 1-2-1 clinics which all entrants will be invited to attend/book.
- Your branding on our website including a logo on the home page linked to a sponsor page to highlight your sustainability policies and a link to your own website.
- Sharing of your content through Facebook and Twitter plus additional mentions of your strategies, sustainability reports and other social impact related activities. You can also email us if you have a particular campaign you'd like us to share, and we can schedule up to six unique tweets / 2 LinkedIn posts for any campaign.
- Invitation with unlimited guests to attend monthly Global Good Leaders social gatherings for all sponsors, partners, previous winners etc; offering an opportunity to meet, engage and collaborate. (Upgrade your package by sponsoring one month for £599.)



“

All of the partners, suppliers and catering has been vetted – there's no greenwashing at all! It's really great to be part of and win at an award ceremony that puts its money where it's mouth is!

Ellie MacKay
Ellipsis Earth

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Category Sponsorship (cont.)

Event Day

- Branding, name checks and trophy presentation on stage when announcing the category winner.
- Branding throughout the Awards Ceremony event on tangible materials which include digital signage, onscreen category presentations and printed programme.
- Opportunity to run an active learning workshop prior to the Awards Ceremony (circa 3-5pm).
- Up to two in-person tickets for your organisation, clients and suppliers to attend the Awards Ceremony, with a pre-event sponsors and judges' VIP drinks reception, all plant-based meal and unlimited drinks.
- Include an item in our sustainable 'Eco-goodies market stall'.

Post event

- The company branding will remain on the website and on all marketing materials associated with that year's winners until promotions for the following year commence, which, if the full priced package is taken early enough in the programme, can be up to 12 months.

Estimated Package Value: £6,500

Category Sponsor Investment: £3,500

Global Good Leaders Bolt-on: £599

<p>SUPPORTING</p> 	<p>1% of all turnover – not profit – will be donated to CoolEarth from sponsorship, entry fees and ticket sales.</p>
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SME and Start-up Support Partner

Sometimes the most innovative ideas come out of the smallest of organisations. Even Steve Jobs' first tech business was run from the family garage...

We want to eliminate the barriers and create a fairer opportunity for all by enabling micro businesses and/or start-

ups to be able to enter for free. In order to do this we're looking for a special corporate sponsor partner. That special partner will be allied to, and financially support, smaller businesses to enter the awards.

They will be there alongside this special group of businesses from the entry

phase through to the shortlists and final celebrations.

It's a vital role that we at the Global Good Awards will equally support and recognise ourselves. So, if you might be that special small businesses sponsor partner then please do get in touch.

Bespoke Partnerships

As an independent awards programme, we offer the unique advantage of being able to work with organisations of all sizes to mutual benefit. Big or small, if your campaign or message chimes with the ethos of the Global Good Awards, a bespoke support package will ensure your message receives the full leverage of the awards.

Additional benefits include exposure on the website, category sponsorship and attendance at the event.

So, if you have a message or a product that you want to promote, and have an idea how we can work together, then get in touch.



Communication and Media Partners

We offer a free partner package to media and communications platforms, social enterprises, small sustainable businesses, charities and all other not-for-profit organisations interested in partnering with us to drive entries to the Awards. In exchange for promoting the Awards in your own communication channels, social media and website, we

will promote your business/enterprise on the Awards website. You will also receive an invitation to any pre-event sponsor and partner gatherings, one ticket to the 'winners' showcase' event, and, depending on how much communication you can help us with, you may be selected to present an award.

Venue Partners

We're constantly on the lookout for future venue partners to host either our Awards ceremony or the various events throughout the year including our Judging Day and pre-awards Sponsors gatherings.

If your venue has outstanding sustainability credentials then we'd be interested in partnering with you to deliver our Awards programme.

We're interested in corporate venues, too – not just event spaces – so if your HQ fits the bill, do get in touch.



What they say...



“The competition was fierce but so inspirational, and we all felt incredibly motivated to keep going.”



“It is clear that the awards mean something and do not offer tokenistic gestures nor reward anything that even has a hint of greenwashing.”



“We will be entering these awards again, as they are stand out in their clear aspiration to drive positive change.”



Award entry writers

“An awards scheme that practices what it preaches and one of the most robust judging processes in the industry – a top choice for our clients.”



“An outstanding application process; a user friendly experience and a fully functioning system that’s a pleasure to use.”



“The authenticity and focus on real achievements rather than popularity was really appealing.”

Read the full and further testimonials on our website [here](#)

Summary

We are very excited about the future of the Global Good Awards. We believe we are leading the way in sustainable events and would be delighted if you were to partner with us and join the Global Good Revolution. Don't take our word for it – listen to what some of our sponsors, partners and judges said during our Purpose Summit in 2023...



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