



## Your Sponsorship Invitation



HEADLINE SPONSORS





# About the Global Good Awards

Founded in 2015 by Karen Sutton, the Global Good Awards is all about recognising businesses, NGOs, charities and social enterprises of all shapes and sizes, who are doing good globally.

Formerly the National CSR Awards, these awards aren't just about recognising big business for responsible and sustainable practices. It is about rewarding change in ALL organisations, big or small; building platforms to learn, share and progress ideas; and encouraging the development of engaged and ethical business practices.

We do this by walking the talk alongside our entrants – from the selection of our venues to the dress code, from Carbon Balancing delegate travel to our menus, everything we do is sustainable.

“

We are driven by the desire to shout about those who are making strides towards a better world for people, the planet and the global economy.”



# About the Global Good Awards (cont.)

## OUR STORY

Our founder, Karen Sutton, doesn't just run an awards programme; she is committed to promoting change. Much of that concerns what organisations of all sizes are doing for their people, for the planet and for their bottom line but some of it is personal. Karen will happily cause a scene should anyone attempt to put a straw in her drink!

In 2017, we renamed the Awards to reflect the ideal of 'change' more dynamically. It makes the Awards more inclusive and celebrates organisations of all shapes and sizes that are making strides towards a better world for people, the planet and the global economy.

## SPONSORING WITH GLOBAL GOOD

We think carefully before inviting 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 on the Awards night and throughout the communications cycle.

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

## We received the first GOLD standard 'Awards Trust Mark' in May 2018

“

The Global Good Awards scheme certainly sets the standard for how awards schemes should be run. Their every detail, from the transparency of the scoring system, to the briefings provided to judges, to the sustainability of the awards dinner, to the clarity of the entering process, is exemplary. I couldn't have hoped for a more appropriate award scheme to be the first to earn the Gold Standard Awards Trust Mark.”



**Chris Robinson, Co-Founder  
The Independent Awards Standards Council**



# What's different about the Global Good Awards?

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

**Entrants:** We are UK based, boasting a wide range of categories, open to all organisations of all sizes from any country. Entry activities can be focused purely on the UK, or globally. The entry process is simple and straightforward (powered by the online platform Awardstage) and also enables all entrants to receive a feedback report on their entry, available the day after the winners' ceremony, totally free of charge.

**Judging:** When it comes to 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 purpose driven sustainable development and we match that experience to the most appropriate category, to ensure each entry gets the most thorough evaluation possible.

**Sponsors are Partners:** We understand the role of sponsorship in helping us to celebrate the Awards 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.



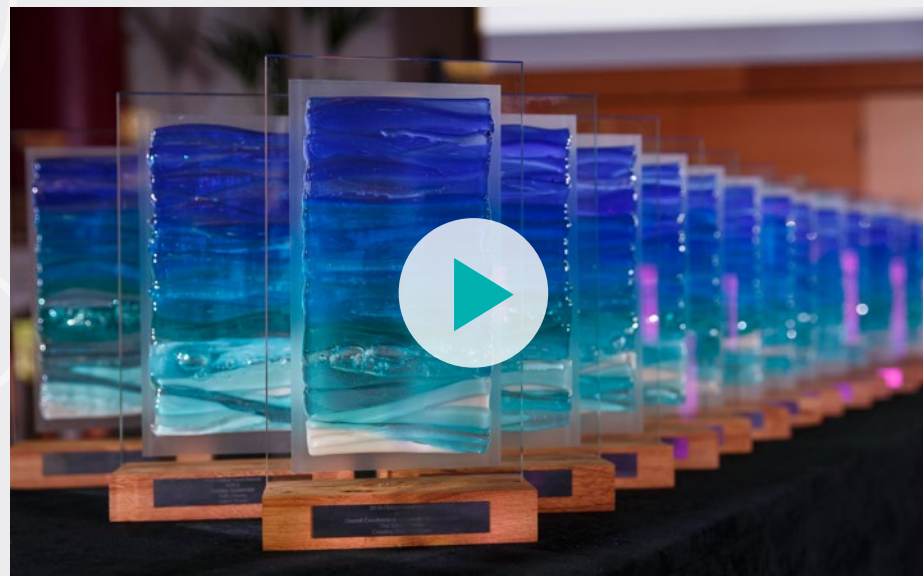
## What's different about the Global Good Awards? (cont.)

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**We Walk the Talk:** 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:

- In 2018 we served the UK's first ever all-vegan menu at a non-vegan public event. We tested it on committed carnivores, vegans, and flexitarians alike! We also served vegan wines, vegan beer from Toast Ale and water from Belu.
- All our marketing materials are environmentally friendly, using Revive 100, a 100% recycled and Carbon Balanced paper and using Seacourt's eco-friendly printing technology.
- All delegate travel is Carbon Balanced through the World Land Trust, donating much needed funds to the conservation and protection of the world's most biologically important and threatened habitats. From 2019 we water neutralise our events with the help of Thames Water.

- In 2019, our beautiful glass awards were made from 100% recycled glass and displayed in a reclaimed oak stand.
- We ensure that the venues we use share our values and ethics. In the last four years we have been hosted by The Crystal (100% sustainable), Lord's Cricket Ground (using 100% renewable energy) and BMA House (certified GOLD for Green Tourism).



**Click on the image above to watch a video about our awards programme (external link)**

# 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.

Here are a few sponsors and partners who have supported us since 2015...





# Sponsorship Opportunities

Last year's Global Good Awards was an incredible success, the latest in a series of events growing in stature, credibility and reach over the past four years. Entries have increased year on year, and are received from leading brands, partnerships, local initiatives and social enterprises across many sectors from the UK and globally. A growing list of organisations offer their support to our programme, and many have pledged for that support to continue in 2020.

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. To make our brand a 'year-round' initiative, we'll be including more events, communications and engaging ways to ensure our sponsors benefit from a 12 month platform to maximize their opportunities with us.

We would be delighted if you would join us in delivering the 2020 Awards by taking one of the many sponsorship opportunities available and at the same time showcasing your own sustainability activities and initiatives. Sponsoring organisations will have significant opportunities for event branding and high-profile 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 whole event was perfectly organised and had a really positive buzz.

”



# Our winners

Here are just a few of our many award winners since 2015...

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**BELU**

**C** ClientEarth

coolearth

**GAP**  
GLOBAL ACTION PLAN

**Go** Ahead-London

**WUBB**

**Investec**

**M&S**  
EST. 1884

**Microsoft**

**ReFill**

**WYKE**  
FARMS

**£** Used Kitchen Exchange

**TWININGS**

**UBS**

**vmware**

**Warburtons**  
Family Butchers

**WILLMOTT DIXON**  
SINCE 1852

**Hogan Lovells**

**halfords**

**TOAST**  
BREWED WITH BREAD

**THE CROWN ESTATE**

**sky**

**gsk** do more  
feel better  
live longer

**Leanpath**

**TATA**  
TATA CONSULTANCY SERVICES

**ZURICH**

**SOLUTIONS FOR THE PLANET**

**ageUK**

**SNACT**

**wsp**



# Headline Sponsorship

**Benefits of the sponsorship packages can be tailored to the organisation, depending on their individual requirements. The standard Headline Package includes:**

## Pre-event

- Dedicated 'sponsor announcement' article in our e-newsletter, outlining your involvement. Mailings are sent to our own unique database of over 2,000 key senior sustainability professionals, our press list, and other direct PR related opportunities through our media and communication partners. Social media will also be scheduled to include the announcement, along with other key information in line with your sustainability messaging.
- Regular article and video sharing 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 and all written communications to our database.
- Invitation to a senior member of your team to join the 2020 Judging Panel, judging categories specifically relevant to their experience. (NB: The Judging Panel is often confirmed by September/October so this is only available if sponsorship is confirmed in time).
- Highly visible branding throughout the website including a logo at the top of the Home Page alongside the GGA logo, and a dedicated profile page including photos, videos and links to highlight your sustainability policies and key achievements.



“

Thank you for creating such a positive, creative and wonderful awards! It really was inspiring...”

”

**Eddie Taylor**  
Founder, Alive & Kicking

## Headline Sponsorship (cont.)

- Invitation to attend two pre-event social gatherings for all sponsors and partners, offering an opportunity to meet, engage and work towards a successful award programme. (Circa February and April).
- Feature articles in several of the regular e-newsletters sent to 2,000+ subscribers, with updated content about the entry deadlines, categories, seminar programme and sponsor announcements.
- Integration of headline sponsor into all activities before and during the event, ensuring you meet all the key individuals, offering personal introductions where possible.
- Agree and develop with you an interactive way to communicate your key objectives or services into the awards night to aid guests' understanding of your work.

### Event Day

- Branding throughout all tangible materials, including signage, e-tickets, all onscreen presentations and the event programme.
- DPS advertorial feature or adverts in the programme.
- Name checks, where possible, during the awards ceremony.
- 10 tickets to attend the awards ceremony including pre-dinner drinks reception, meal and unlimited drinks.
- Photo opportunities with distinguished guests.
- Sponsorship of one award category and presentation to the winners with name checks to stage and photo opportunity.

### Post Event

- Mentions in all post press related material.
- 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:

**£27, 500**

### Headline Sponsor Investment:

**£16,000**



# Category Sponsorship

**Benefits of the sponsorship packages can be tailored to the organisation, depending on their individual requirements. The standard Award Category package includes:**

## Pre-event

- Inclusion in e-newsletter mailings headlining the Awards Category with your involvement. Mailings are sent to our own unique database of over 2,000 key senior sustainability professionals, our press list, and other direct PR related opportunities through our agency.
- Your own feature piece within the regular e-newsletters highlighting the message that you want to associate with Global Good.
- Your branding on our website including a logo on the home page slider linked to a sponsor page with dedicated profile 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 with any particular campaigns you'd like support with and we can schedule up to six unique tweets for any campaign.
- Invitation to attend any pre-event meetings or gatherings for all sponsors and partners, ensuring you meet all the key individuals and offering an opportunity to engage and work towards a successful award programme.
- Invitation to a senior member of your team to join the 2020 Judging Panel, judging categories specifically relevant to their experience. (NB: The Judging Panel is often confirmed by September/October so this is only available if sponsorship is confirmed in time).

“

I have never been involved in an event that has been so professionally run and with every minute detail considered. It was so apparent that these awards have been conceptualised and run with passion and heart!

”

**Helen Lord**  
Co-founder, Used Kitchen Exchange

# Category Sponsorship (cont.)

## Event Day

- Branding on rolling screen presentations and in the category section of the programme.
- Agree and develop with you an interactive way to communicate your key objectives or services into the awards night to aid guests' understanding of your work.
- Up to three tickets to the event.
- Present the award to the winner of your category with a name check welcome to stage.
- 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: £4,900**

**Category Sponsor Investment: £2,400**

“

Well done on a seriously good evening. It was a real step up from last year – and that wasn't easy! The format excellent, the speaker was very good. It made perfect sense to deal with the awards at the pace and in the manner in which you did, then allowing maximum networking via the food serving format. Well done.”

**Nick Wright**

**MD of Corporate Responsibility and Corporate Affairs, UBS**



## Young Campaigner of the Year Sponsorship

**A new category for 2020, Young Campaigner of the Year seeks to recognise and reward the NextGen of social and environmental movers and shakers. We're looking for the next Greta Thunberg, Immy Lucas and Blue Ollis. We are hoping to run two age groups: Under 16s and Under 21s.**

If your organisation has ties with youth work, runs school programmes or is active in social or environmental educational initiatives, then sponsoring this category would be right for you.

On top of all the benefits from a category sponsorship package (see pages 11-12), your organisation would also receive:

- Promotion of your commitment to youth and young campaigners through our partner and media network
- Your name at the start of the category name – “YourName Young Campaigner of the Year”

In order to make this category accessible to all, sponsorship would enable the £25 nominal entry fee to be refunded to all finalists, with finalists also receiving two tickets (one for the young campaigner and one for an accompanying adult) together with an environmentally friendly and plastic-free goodie bag.

As this is a new category we are open to suggestions from would-be sponsors on other promotional ideas and win-win benefits.

**Category Sponsor Investment: circa £5-6,000**



# Strategic Sponsor

**We've launched a new 'Strategic Sponsor' tier, with bespoke elements created specifically for key partners. This is designed to give interested companies the chance to have a more flexible working partnership with us, depending on their time constraints and how involved they want to be.**

We regard our sponsor relationships as long-term partnerships where we can both build and leverage as we need. Our existing three and four year partnerships have evolved and grown in impact, leads and business so it's a proven model that we are expanding.

In brief, there would be three options for a Strategic Sponsor:

1. A tailorable package of benefits in return for investment with no pressure to do anything in return.
2. Up to 50% rebate in return for some 'easy' deliverables that are not that time consuming.
3. The other 50% also rebated if your connections lead to further sponsorship to a value of the initial investment in Option 1.





# Strategic Sponsor (cont.)

## OPTION 1

**These key elements are a conversation starter and can be tailored depending on our sponsor's individual strategy and requirement:**

- All of the benefits listed on page 9 (Category Sponsor), sponsoring a category most relevant to your industry sector.
- Features in our regular newsletters, sharing relevant news and case studies aimed at increasing your ROI.
- Dedicated article based on a topic of public/business interest linked to your service.
- Invitation to be involved in our build-up events such as Award Entry Workshop, Global Good Connexus events, Sponsor/Partner events, Judging Day.

- Platform to facilitate a block of booked 1-2-1 meetings during the day of, and potentially the morning after, the 2020 Awards Ceremony. We would consider these as an 'add-on' to those buying a ticket to the ceremony, and a perfect way for you to get in front of interested parties. This would be promoted to all delegates within their 'shortlisted' communications, but you would be responsible for managing the bookings.
- Downloadable tools on our website if you have these and if relevant.
- Idea to promote a client/case study in order for organisations to better understand your service.

**Investment as Strategic Sponsor  
(subject to discount/rebate – see Option 2):  
£6,000 for 12 months coverage**

# Strategic Sponsor (cont.)

## OPTION 2

**If your organisation has a strong communications team and social media following, and you're able to offer us the following in return, we will reduce your investment by up to 50%.**

**Each element will be discussed in advance of any discounted agreement being reached:**

- Invitation to any of your events where relevant or appropriate with the potential to speak / promote the Awards where possible – adverts in programmes, flyers, online, etc.
- Promotion of our award entries, workshop and other events to your database, Twitter and LinkedIn on a regular basis throughout the critical times (December to February for entries).

- If the category you select to sponsor is within your industry sector, support us by writing the description and criteria (only available prior to 1st October) and then actively driving entries to that category. You could also put forward a senior member of the team to sit on the Judging Panel to judge this category.
- Sharing our written content through your newsletters.

**Investment as Strategic Sponsor:  
From £3,000 for 12 months coverage**

## Strategic Sponsor (cont.)

### OPTION 3

If your organisation has the ability to go one step further by introducing us to other potential sponsors, then there is an opportunity to receive a full rebate on your investment after you have helped us add £6,000 of additional sponsorship for the 2019 programme.

Alternatively, we could offer you a second year of sponsorship without any further investment.



“

Many folk came up to me on the night declaring either ‘best yet’ if they’d been before, or ‘what a lovely, lively refreshing awards’ if they hadn’t. You’re building something great here, and the Trust Mark is really cool, so keep at it!

”

**Ed Gillespie**  
Co-founder, Futerra (and GGA Ceremony Host)



## SME 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... That's why in 2018 we opened up some of the awards categories to grass roots projects and micro business owners (up to five staff).

We want to eliminate the barriers and create a fairer opportunity for all by enabling micro businesses 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 UK business from the entry phase through to the shortlists and final celebrations of the awards night. 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 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 awards dinner, and depending on how much communication you can help us with, you may be selected to present an award on the night.

Download the full package [here](#)

## Venue Partners

We're constantly on the look out 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 interesting 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 Global Good Awards provides us with an excellent opportunity to step back and take stock of all we have achieved with our community partners over the last year. The application process really helps us to assess our programmes and evaluate how they have been carried out in a succinct way, taking all our spreadsheet monitoring and evaluation data, student quotes, volunteer feedback, and impact results and putting it all into one place to tell the story of our partnership and achievements.

The awards also provides us with an opportunity to knowledge share and network with other like-minded businesses, and to properly celebrate our successes (as we rarely find time to do that). Compared to some of the other award schemes that we enter, the Global Good Awards really does practice what it preaches, from carbon balancing the awards evening to sourcing the beautiful glass trophies from a local artist, they go above and beyond.

The 2018 awards ceremony was the first ever vegan awards event and the caterers did a fantastic job which helped contribute to the overall feel and ethos of the awards scheme. We're proud to be recognised by the scheme and look forward to continuing our relationship with them.”

**Corporate Sustainability Team, Investec**





# Summary

In 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.

**For more information please contact:**

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**[www.GlobalGoodAwards.co.uk](http://www.GlobalGoodAwards.co.uk) @GlobalGoodAward #GlobalGood**

**What sets these Awards apart is the desire not only to recognise but also to encourage organisations to challenge their own core business practices, striving to be better.**



“I couldn’t think of a better organisation to be the driving force behind the creation of a platform to recognise CSR on a national level. The recognition such an award will bring will act as a spur to others keen to promote CSR initiatives.”

**Rt. Hon. Philip Hammond MP**



Proud recipient of the first GOLD standard 'Awards Trust Mark' from The Independent Awards Standards Council