



Your Sponsorship Invitation



Rewarding with Purpose

Founded in 2015, the Global Good Awards is all about recognising businesses, NGOs, charities and social enterprises of all shapes and sizes around the world, who 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 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 the world in May 2018... and have retained it every year.



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



Sponsorship Opportunities

Given the global challenges of 2020-21, the Global Good Awards has continued to grow in stature and credibility. Entries have increased year on year, (with an upturn of 40% in 2021 alone) and are received from leading brands, partnerships, local initiatives and social enterprises across many sectors from the UK and globally, with overseas entries also up to 35%. A growing list of organisations offer their support to our programme, and many have pledged for that support to continue in 2022.

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.

From 2022, we'll be introducing 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.

To make our brand a '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 would be delighted if you would join us in delivering the 2022 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, online exposure through the website and event app, and 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.

“

Participation in the Global Good Awards has been a great experience for us from beginning to end. We will be entering these awards again, as they are stand out in their clear aspiration to drive positive change.”

Dr James Robey
Global Head of Environmental Sustainability, Capgemini



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 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.

You'll be joining a strong, sustainable and consistent team, from our photographers to our judges – an approach that has undoubtedly made the awards stronger year on year.

Here are a few of our current and recent sponsors and partners:



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

Our winners



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

Why you should join us for 2022!

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 purpose driven 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 greenwash!

Ceremony

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)

Headline Sponsorship

Pre-event

- Dedicated 'sponsor announcement' in our e-newsletter outlining your involvement is sent to our database of over 2,000 key senior sustainability professionals and other direct PR related opportunities through our communication partners. Social media will also include the announcement, along with other key information in line with your sustainability messaging.
- Gain new contacts by hosting a virtual clinic (topic TBC), which all entrants will be invited to attend.
- 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.
- 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, digital letterhead and all written communications to our database including name checks through all content and social media.
- Invitation to a senior member of your team to join the 2022 Judging Panel, judging categories specifically relevant to their experience. (NB: The Judging Panel is often confirmed by December so this is only available if sponsorship is confirmed in time).
- Invitation to attend a minimum of one pre-event social gatherings for all sponsors and partners, offering an opportunity to meet, engage and work towards a successful award programme. (This is usually a menu-tasting for the ceremony and a soiree after Judging Day).
- Opportunity to lead on one of our 'Disruption: Delivered' webinar; selecting a relevant and engaging topic which will be promoted to a list of 1500+ individuals on our 'registered interest to enter' list.
- 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.

Headline Sponsorship (cont.)

Pre-event (cont.)

- 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.
- Opportunity to lead on one of our Disruption: Delivered webinar series; selecting a relevant and engaging topic which will be promoted to a list of 1500+ individuals on our 'registered interest to enter' list.

Event Day

- Branding throughout all tangible materials, including signage, e-tickets, logo on lectern in front of host, all onscreen presentations and event app (the latter will be available to all in-person and virtual guests and will replace a printed programme).
- Various opportunities, to suit your activities, within the event app including advertising, prominent branding, offer of free clinics/appointments to guests (virtual and in-person), virtual 'stand', videos, PDF downloads and more.
- 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.
- Name checks, during the awards ceremony.
- Include an item in our sustainable 'Eco-goodies market stall'.
- Up to eight in-person for your organisation, clients and suppliers to attend the awards ceremony including pre-dinner drinks reception, meal and unlimited drinks.
- Up to five virtual tickets for your organisation, clients and suppliers to enjoy the event virtually, streamed live anywhere in the world.
- Photo opportunities with distinguished guests.
- Presentation of one award category to the winners with name checks to stage and photo opportunity.


Headline Sponsorship (cont.)

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: £31, 500

Headline Sponsor Investment: £19,500



The screenshot shows a live event interface for the Global Good Awards UK. At the top, a man in a suit is speaking at a podium with the Global Good Awards UK logo and the headline sponsor, Revive Recycled Papers. Below the video, the interface includes a navigation bar with 'Hi Karen Sutton' and 'Welcome to the lobby', a clock showing '13:15:45', and icons for 'HELP', 'NOTIFICATIONS', 'CHAT', 'FULLSCREEN', and 'MENU'. The main content area features a 'Now live' section with a video of a man speaking, an 'Up next' section with a message 'This event is finished. There are no upcoming program items', and a 'Chat' section with messages from participants. At the bottom, there are four tiles: 'PLAY TOURNAMENT', 'PROGRAMME', 'ATTENDEES', and 'SPONSORS & CONTRIBUTORS'.

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

Eddie Taylor
Founder, Alive & Kicking

Category Sponsorship

Pre-event

- Inclusion in e-newsletter mailings headlining the Awards Category with your involvement and sent to our own database of over 2,000 key senior sustainability professionals and other direct PR related opportunities through our communication partners.
- Your own feature piece within the regular e-newsletters highlighting the message that you want to associate with Global Good.
- Gain new contacts by hosting a virtual clinic (topic TBC), which all entrants will be invited to attend.
- 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 with any particular campaigns you'd like support with, and we can schedule up to six unique tweets for any campaign.
- Invitation to attend a minimum of one pre-event social gatherings for all sponsors and partners, offering an opportunity to meet, engage and work towards a successful award programme. (This is usually a menu-tasting for the ceremony and a soiree after Judging Day).
- Invitation to a senior member of your team to join the 2022 Judging Panel, judging categories specifically relevant to their experience. (NB: The Judging Panel is often confirmed by December so this is only available if sponsorship is confirmed in time).
- Opportunity to lead on one of our 'Disruption: Delivered' webinars; selecting a relevant and engaging topic which will be promoted to a list of 1500+ individuals on our 'registered interest to enter' list.

Category Sponsorship (cont.)

Event Day

- Branding throughout relevant materials, including signage, onscreen presentations and event app (the latter will be available to all in-person and virtual guests and will replace a printed programme).
- Various opportunities, to suit your activities, within the event app including advertising, prominent branding, offer of free clinics/appointments to guests (virtual and in-person), virtual 'stand', videos, PDF downloads and more.
- 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 two in-person for your organisation to attend the awards ceremony including pre-dinner drinks reception, meal and unlimited drinks.
- Up to three virtual tickets for your organisation, clients and suppliers to enjoy the event virtually, streamed live anywhere in the world.
- 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: £5,500

Category Sponsor Investment: £2,750

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 12 (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 content shared through our comms channels based on a topic of public/business interest linked to your industry or purpose.
- Invitation to be involved in our build-up events such as Award Entry Workshop, Disruption: Delivered webinars, menu-tasting, and post Judging Day soiree.
- Platform to facilitate a block of booked 1-2-1 meetings during the day of, and potentially the morning after, the 2022 Awards Ceremony as well as virtual meetings for those not attending in person, all via a dedicated audience engagement app. 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.
- Downloadable tools associated with your business on our website and through the event app.
- 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, and other opportunities depending on your organisation, can 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, online, etc.

- Promotion of our award entries, workshop, webinars, relevant news items and other events to your database, Twitter and LinkedIn on a regular basis throughout the critical times (January to April 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 December) 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 (assuming no conflict of interest).

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



“

I think you showed a lot of people how a virtual awards ceremony should be done – timings, production values, extras (webinars, polls, resources etc) all superb. The only things we really missed was the food and the chance to celebrate together. Next time!”

”

John Sage
Corporate Responsibility Manager
Tideway

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 2022 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 & 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... 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 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 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 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 awards dinner, and depending on how much communication you can help us with, you may be selected to present an award on the night.

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 @GlobalGoodAward #GlobalGood



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

Rt. Hon. Philip Hammond MP
Former Chancellor of the Exchequer



“It’s great to see that the Global Good Awards continue to set a high bar for action!”

Tony Juniper



SUPPORTING

