



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 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 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 'Outstanding' Awards Trust Mark.



Chris Robinson
Co-Founder,
The Independent
Awards Standards
Council

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 40% in 2021 and a further 15% in 2022) and are received from leading brands, partnerships, local authorities, SMEs and social enterprises across many sectors from around the world. Though based in the UK, we see around 40% of our entries from overseas. A growing list of organisations offer their support to our programme, and many have pledged to continue in 2023.

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 and wider society.

In 2022, we introduced our first hybrid event, giving overseas guests the option

to be with us via a live stream from anywhere in the world, sharing the experience with our in-person guests who could travel to London sustainably.

From 2023, we'll be doing things differently. In an 'awards first', we'll be replacing the traditional ceremony, where all finalists attend without knowing whether they've won, with a jam-packed day of purpose-led content for ALL ENTRANTS entering in 2023 or any year previously! This will follow on from a free-to-watch virtual ceremony to announce the winners – both giving sponsors a stronger presence throughout the year. Find out more about the day as it develops, [here](#).

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 maximise their opportunities with us.



We would be delighted for you to join us in delivering the 2023 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 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.

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 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 2023!

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 for 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

- Dedicated 'sponsor announcement' in our e-newsletter outlining your involvement is sent to our database of over 2,000 key senior sustainability professionals. Social media will also include the announcement, along with other key information in line with your sustainability messaging.
- One dedicated newsworthy blog or other direct PR related 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.
- 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).
- Invitation to attend a minimum of one pre-event social gathering 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). Plus, between 2-4 virtual 'Global Good Gatherings'.
- Features in several of the regular e-newsletters sent to 2,000+ subscribers (provided by you), with updated content about the entry deadlines, categories, seminar programme and sponsor announcements.
- 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.

Platinum Sponsorship (cont.)

Event Days

- Highly visible branding throughout the live virtual ceremony.
 - Branding throughout the whole day 'winners showcase' event on all tangible materials, including signage, e-tickets, logos on lecterns in front of hosts, stage, onscreen presentations, event app and printed programme.
 - Various opportunities 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.
 - Opportunity to take part in an 'Insight Session' at the winners' showcase event, joining a GGA judge and a Gold winner on stage to deliver specific insight and advice on key issues and trending topics.
- For more information on the event as it unfolds, [click here](#).
- Regular name checks, during the awards events and all communications.
 - 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 whole day 'winners' showcase' including an exclusive dinner with winners, sponsors and judges' with drinks reception, all plant-based meal and unlimited drinks.
 - Up to five virtual tickets for your organisation, clients and suppliers to enjoy the insight sessions virtually, streamed live anywhere in the world.
 - Introductions with fellow sponsors and photos with distinguished guests.

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: £34,500

Platinum Sponsor Investment: £21,000



**FOR THE
PLANET**

**1% from all sponsorship
is donated to CoolEarth
through our 1% for the
Planet membership**

Gold Sponsorship

Pre-event

- Combined 'sponsor announcement' in our e-newsletter outlining your involvement, sent to our database of over 2,000 key senior sustainability professionals. Social media will also include the announcement, along with other key information in line with your sustainability messaging.
- 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.

- Branding on e-newsletters, digital letterhead and all branded documents sent to our database.
- 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 to attend a minimum of one of the 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). Plus, between 2-4 virtual 'Global Good Gatherings'.

- 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.

Event Days

- Highly visible branding throughout the live virtual ceremony.
- Branding throughout the whole day 'winners showcase' event on all tangible materials, including signage, e-tickets, logos on lecterns in front of hosts, stage, onscreen presentations, event app and printed programme.
- Various opportunities, to suit your activities, within the event app including advertising, prominent

Gold Sponsorship (cont.)

branding, offer of free clinics/ appointments to guests (virtual and in-person), virtual 'stand', videos, PDF downloads and more.

- Opportunity to take part in an 'Insight Session' at the winners' showcase event, joining a GGA judge and a Gold winner on stage to deliver specific insight and advice on key issues and trending topics. For more information on the event as it unfolds, [click here](#).
- 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 whole day 'winners' showcase' including an exclusive dinner with winners, sponsors and judges' with drinks reception, all plant-based meal and unlimited drinks.

- Up to two virtual tickets for your organisation to enjoy the insight sessions virtually, streamed live anywhere in the world.

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



1% from all sponsorship is donated to CoolEarth through our 1% for the Planet membership



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



**Louisa Harris
Brandpie**

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.
 - Your own feature piece within the regular e-newsletters highlighting the message that you want to associate with Global Good.
 - Gain new contacts by offering entrants the opportunity to book a 30 min 1-2-1 clinic with your company.
 - 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 gathering 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). Plus, between 2-4 virtual 'Global Good Gatherings'.
 - 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).

Event Day

- Branding and name checks when announcing the category winners at the live virtual ceremony.
- Branding throughout the whole day 'winners showcase' event on all tangible materials, including stage, onscreen presentations, event app and 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.

Category Sponsorship (cont.)

- Opportunity to take part in an 'Insight Session' at the winners' showcase event, joining a GGA judge and a Gold winner on stage to deliver specific insight and advice on key issues and trending topics. For more information on the event as it unfolds, [click here](#).
- Up to two in-person tickets for your organisation, clients and suppliers to attend the whole day 'winners' showcase' including an exclusive dinner with winners, sponsors and judges' with drinks reception, all plant-based meal and unlimited drinks.
- Up to two virtual tickets for your organisation to enjoy the insight sessions virtually, streamed live anywhere in the world.
- 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

	<p>1% from all sponsorship is donated to CoolEarth through our 1% for the Planet membership</p>
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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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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.

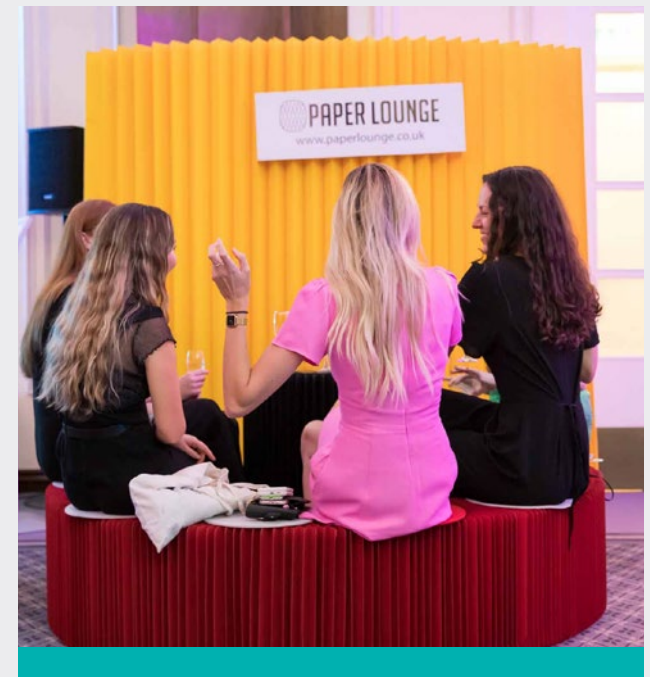
It's a vital role that we at the Global Good Awards will equally support and recognise ourselves. So, if you might be that special small businesses sponsor partner then please do get in touch.

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.”



BAX BOTANICS

“There was a lovely balance of big business and smaller companies and the event showed that the entrants had kindness at their core.”

nationalgrid

“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

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. Don't take our word for it – listen to what some of our sponsors, partners and judges said in 2022...



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