



Golden Service
Awards 2024



Sponsorship Guide

www.goldenserviceawards.co.uk

2024



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 over 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 2024 programme will open for entry in July 2023 and the awards event will be held in London in May 2024.

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



Stand-up comedian and TV star, Ed Byrne revealed the winners of the Golden Service Awards 2022 at the InterContinental Hotel on Park Lane, London.



Watch the Kimberly-Clark Professional Golden Service Awards 2022 - Sponsors Highlights.

Extensive marketing coverage for your brand

Golden Service Awards 2024

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.

Media Partners



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 **85,000** accounts
- **535** tweets
- **39** pieces of coverage reaching a circulation of **146,000**
- **Over 43,000** banner ad impressions
- Just over **1,500** click thrus from banner ads
- Just under **22,000** impressions on LinkedIn

Online



Tomorrow's Cleaning



ECJ



Cleanzine



Cleaning & Maintenance

In Print



FMJ



Cleaning & Maintenance

Awards marketing materials

Email Campaigns



Golden Service Awards 2022

Cleaning industry's heroes honoured at 2022 Kimberly-Clark Professional™ Golden Service Awards

The ethos of the cleaning and FM industry were recognised at the 2022 Kimberly-Clark Professional Golden Service Awards, for their outstanding excellence and commitment to deliver performance that continually raise standards - through unprecedented challenging times.

Awards were presented to winners and highly commended recipients across 19 categories at a ceremony on 26th May at the The Continental London Park Lane, hosted by one of the UK's favourite comedians, Sir Steve.

Created over 30 years ago, the biennial Golden Service Awards (@GoldenService) is today one of the most prestigious events ever staged after accolades in the FM and cleaning industry - with this year representing more progress than ever before acknowledging front-line essential workers from FM companies, contract cleaners and in-house cleaning teams.

And the winners are...

Congratulations to the winners and highly commended recipients who are honoured on the 2022 Kimberly-Clark Professional Golden Service award website.

"Congratulations to all the outstanding and worthy winners and also to us, well-deserved finalists," says Craig Bosman, General Manager UK and Ireland, Kimberly-Clark Professional. "This is a year of immense pride and excitement for the Golden Service Awards. We have seen our external recognition programmes in the face of incredible pressures and challenges. The industry has risen to our industry's 150th anniversary year as an Kimberly-Clark Professional and celebrated the 150th anniversary of our company's founding in 1872. Through our work with winners and our company's commitment to 'Building a Brighter Tomorrow', we strive to bring people together, address challenges and support the people who make our industry what it is today. It is a privilege and an honour to present these awards to the winners who have shown exceptional dedication and going the extra mile. And of course, we are very grateful to all our sponsors and contributors, especially our returning Gold Sponsor the Cleaning & Hygiene Support Association."

More extraordinary standards than ever

Kimberly-Clark Professional partnered with The British Institute of Cleaning Science (BICS) who oversee the independent judging.

Sam Adams, chief executive officer at BICS adds:

"The quality of the entries to this edition of the Golden Service Awards was higher and more extraordinary than any before. Innovation, the environment, employee wellbeing and the leadership, flexibility, and agility, despite the challenges of the pandemic, there was a huge amount of focus on staff welfare, mental health and general demonstrating that the evolution of the industry was not halted but fostered during the last two years of never before seen challenges."

"It is also clear from the entries that companies are still investing in their people and ensuring that teams through leadership with compassion and empathy. This brings huge benefits from boosting morale to employee retention and with staff retention being something that has truly become more critical than ever."

The industry faces the future together

Over 200 professionals from across the industry and large contract cleaning and facilities management companies, plus in-house cleaning teams, attended the landmark event this year. For some it was the first industry event since the 2020 Kimberly-Clark Professional Golden Service Awards which took place just before the pandemic hit its worst.

Kimberly-Clark Professional also welcomed Silver Sponsors: Barchel, Barchel Cleaning and Hygiene Supplies, Nationwide Hygiene Group and Bronze Sponsors: Truvox International, Narmis, Lantini and Barchel Hygiene. Gratias also went to the three returning media partners Facilities Management Journal, Tomorrow's Cleaning and Cleaning Matters.

Gold Sponsor:
CHSA
Cleaning & Hygiene Support Association

Silver Sponsors:
KÄRCHER
BCHS
Nationwide

Bronze Sponsors:
TRUVOX
Pearroc
Barchel

Supported by:
CSSA
BICS

Media Partners:
Cleaning
FMJ
Cleaning


Contact:
@GoldenServiceAwards

Highly recommended
for all in the industry

Facebook | Twitter | LinkedIn | Instagram



Golden Service Awards 2022



How To Enter

2022 Kimberly-Clark Professional Golden Service Awards

Golden Service Awards
0202 468 0202
www.goldenservice.com
www.kimberly-clark.com/professional
Follow us on Twitter @GoldenServiceAwards

Entries close on 29th October 2021

Welcome

One thing that has happened during the Covid-19 pandemic is that the world shone a brighter light on the critical role cleaning operatives play in everyday life. Therefore, with more pride than ever, we are delighted to bring you the 2022 Kimberly-Clark Professional Golden Service Awards.



At the last Kimberly-Clark Professional Golden Service Awards in March 2020, we had no idea it would be the last such event for over a year. Therefore, we hope with greater reason that facility management companies, contract cleaning companies and in-house cleaning teams will celebrate the efforts and talents of the industry and showcase their exceptional starters in the face of unprecedented challenges.

At Kimberly-Clark Professional we remain passionate about creating Exceptional Workplaces and are proud that the Golden Service Awards is the number one event in the industry calendar. This special event gives all of us the opportunity to celebrate and acknowledge the very best our industry has to offer. With our diverse categories all companies have the chance to honour not only their great talents and achievements, but at this time in history, to commemorate the extraordinary contribution of the cleaning and FM industries. The 2022 awards will acknowledge such achievements with a special category 'Going the extra mile' for those who have delivered above and beyond in times of adversity.

We would also like to take this opportunity to thank our sponsors, whom despite difficult and complicated times, are once again helping us to make the Kimberly-Clark Professional Golden Service Awards an event to remember. Thank you to The Cleaning and Hygiene Suppliers Association (CHSA) our returning Gold sponsor, and to returning Silver Sponsors Kärcher and Barchel Cleaning and Hygiene Supplies. We welcome new Silver Sponsors Nationwide Hygiene Group and first-time Bronze Sponsors Pearroc and Barchel Hygiene Supplies, who join returning sponsor Truvox International.

We look forward to receiving your Golden Service Awards 2022 entries and hope that this. How to enter document will be an invaluable tool to completing your entry and maximising your success. It contains important criteria information, useful expert tips and tips as well as FAQs and details about the judging process.

Steve Jones

Steve Jones
General Manager UK and Ireland, Kimberly-Clark Professional

How to Enter Guide

#CleaningAwards

Golden Service Awards 2022

Kimberly-Clark Professional

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Thank you to our sponsors

CHSA
KÄRCHER
BCHS
Nationwide
Pearroc
Barchel
TRUVOX
ICCA

Scan the QR code to discover more about our sponsors

Programme

Awards categories for sponsorship

1 Healthcare

To include hospitals, care homes, surgeries, clinics, and dentists

2 Education

To include pre-schools, nurseries, primary schools, secondary schools, universities, and colleges

3 Office areas below 10,000m²

For all or part of a building

4 Office areas between 10,000 and 30,000m²

For all or part of a building



5 Office areas over 30,000m²

For all or part of a building

6 Retail/Shopping Malls

Under 100,000m²

7 Retail/Shopping Malls

Over 100,000m²

8 Leisure

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



9 Hospitality

To include hotels, restaurants, cafés and holiday parks

10 Manufacturing

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

11 Sustainability Leadership

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

12 Social Impact – NEW CATEGORY

For companies that have made a significant positive impact on people and communities

13 Inclusion & Diversity

For businesses that have the best initiative which demonstrates the company's practices, inclusion and diversity

14 Training

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

15 **Small business**

For contract cleaning or FM companies with a turnover of £3 million or under

16 **Cleaning Team of the Year – NEW CATEGORY**

For excellent performance by a cleaning team



Bonus Awards

Supervisor of the Year

For excellent performance by a site supervisor

Cleaning Operative of the Year

For excellent performance by a cleaning operative



Judges

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

Headed up by Neil Spencer-Cook, Group Managing Director 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



Neil Spencer-Cook
Group Managing Director
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
- ✓ 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
- ✓ 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
- ✓ Excellent exclusive advertising rates with the three media partners

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
- ✓ 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 and videos
- ✓ Company profile, contact details and logo presence on GSA website
- ✓ Excellent advertising rates with the three media partners

Sponsorship Packages

BRONZE | 5 x £5,000

- ✓ 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
- ✓ 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 and videos
- ✓ 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 2024

Sponsorship Packages

Category Sponsorship | 5 x £2,500

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

Table Sponsorship | £1,500

- ✓ 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.





Golden Service Awards 2024

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

Suzanne Howe | Director
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