



SPONSORSHIP & OPPORTUNITIES **IN 2026**



THE VOICE OF THE PROFESSIONAL SECURITY INDUSTRY

EVENTS & ADVERTISING

UNLOCK UNMATCHED VISIBILITY AND CONNECTIONS

With over 70% of the private security sector represented, there's never been a better time to amplify your brand through the BSIA's **exclusive events and marketing opportunities**.

BSIA platforms put you directly in front of **leaders and decision makers**, helping you **forge** powerful partnerships, **boost** brand recognition, and **connect** with your ideal customers and collaborators. From high-impact sponsorships to networking experiences that matter, the BSIA helps you shine and grow your audience.

Ready to elevate your brand presence? **Let's make it happen!**

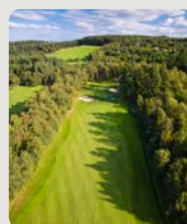


3 KEY EVENTS

- Spring Forum - March
- British Security Awards - June
- Autumn Forum - November

3 GOLF OPENS

- Spring Open: Bush Hill, 7 May
- Summer Open: Slaley Hall, 9 July
- Autumn Open: Celtic Manor, 9 September



5 PUBLICATIONS

- Quarterly editions of BSIA Connect
- Year in Review

3 AD SPACES

- BSIA Website
- BSIA Weekly Newsletter
- BSIA Broadcast





BRITISH SECURITY AWARDS

CELEBRATING SECURITY EXCELLENCE

The **British Security Awards** attracts approx 500 guests per annum, boosting your brand visibility, showcasing your commitment to excellence, and attracting new opportunities to your business.

Security Personnel category **sponsorship**

£24,000

- Includes **THIRTY** places at lunch (worth **£7,650**)
- Present all **six** Personnel categories during the ceremony
- Digital marketing boost (choose BSIA website advert, newsletter, or BSIA Broadcast)(worth £500)
- Prominent use of your logo in all British Security Awards marketing
- Full page advert in event souvenir programme (worth £450)
- A feature in our quarterly magazine **BSIA Connect**
- Display of promotional banner at reception (worth £2,000)
- Photo and video opportunities with winners and principal guests
- Brand presence across BSIA and Awards websites

Headline **sponsorship:**

£10,000

- Includes **TEN** places at lunch (worth **£2,550**).
- Support highlighted in speech at lunch and prominent acknowledgement in audio visuals.
- Photo and video opportunities to raise your profile on BSIA promotional materials.
- Company logo on event programme and table places.
- Full page ad in event programme, placed on every table.
- Photograph opportunity with principal guest.
- Display of promotional banner at reception
- Social media promotion (**six posts**) reaching over **30,000+** followers.

Individual category **sponsorship:**

£3,750

- Includes **FIVE** places at lunch (worth **£1,225**).
- Opportunity to present category award to winner.
- Support highlighted in speech at lunch and prominent acknowledgement in audio visuals.
- Photo and video opportunities to raise your profile on BSIA promotional materials.
- Company logo on event programme.
- Photograph opportunity with principal guest.
- Display of promotional banner at reception.
- Your company logo on the table plans.
- Actively promoted on social media to our **30,000+** followers

Pre-lunch **networking drinks:**

£2,000

- Includes **FIVE** places at lunch (worth **£1,225**).
- Prominent marketing of your brand in the **drinks area**
- Prominent use of your logo in all British Security Awards marketing
- Promoted on social media to our **30,000+** followers

Why companies **sponsor our awards**

The British Security Awards in numbers.

55,000

During awards season, the British Security Awards website and BSIA platforms see a surge in visits, offering prime visibility for sponsors showcased throughout this high-profile period.

35,000

BSIA social media channels boast a strong, engaged following. Members actively like and share content, ensuring every sponsor featured gains valuable visibility across our network.

500

attendees from leading and innovative companies shaping the future of security; industry decision-makers and their teams join us not only to celebrate excellence but to connect, collaborate, and drive new business opportunities.

400

Each year we receive a record-breaking number of entries from across the security sector, spanning every discipline, from established leaders to emerging innovators entering the market.

70

The percentage of UK security companies we represent manufacture, distribute, and install electronic and physical security solutions, while also delivering professional security officer services.

54

The combined years of commitment from companies that have renewed their sponsorship category at the British Security Awards for over three years, proudly aligning their brand with a chosen category.

28

Launched in 1998, we launched our awards scheme to pioneering in the industry. It has grown year on year for 28 years, strengthening its influence and reputation as the leading security awards.

SPRING FORUM

An opportunity to interact, learn and network

LONDON - MARCH 2026

The BSIA's Spring Forum is a great opportunity for you to showcase your brand to our members and key industry stakeholders in an intimate and engaging environment.

Headline sponsorship **£1,600**

- All forum branding, including social media announcements, website and booking platform
- A full page ad in our quarterly magazine *BSIA Connect*
- 15 minutes as a headline speaker
- Exhibiting space for your brand
- Your brand on all pre-event and on-the-day marketing materials
- Actively promoted to our **30,000+** social media followers

Presentation exhibitor **£800**

- Key speaker slot during the event
- Exhibiting space for your brand
- Half-page ad in *BSIA Connect*
- Actively promoted to our **30,000+** social media followers

Networking exhibitor **£500**

- Exhibiting space for your brand
- Acknowledgement from chairman and/or CEO
- Ample networking opportunities during event
- Actively promoted to our **30,000+** social media followers

Post Event Drinks sponsorship **£1,000**

- All forum branding, including social media announcements, website and booking platform
- A full page ad in our quarterly magazine *BSIA Connect*
- 15 minutes at networking drinks event as drinks sponsor
- Exhibiting space for your brand in the networking drinks area
- Your brand on all pre-event and on-the-day marketing materials
- Actively promoted to our **30,000+** social media followers

Our seasonal forums in numbers

As a sponsor you will be promoted over all our channels: with over **30,000+** highly engaged followers on our social media platforms, a **1500+** readership of our quarterly magazine *BSIA Connect* and regular email marketing to over **2000** subscribers, your involvement before and during the event will reach a wide and varied audience.

AUTUMN FORUM

An opportunity to interact, learn and network

LONDON - NOVEMBER 2026

The BSIA's Spring Forum is a great opportunity for you to showcase your brand to our members and key industry stakeholders in an intimate and engaging environment.

Headline sponsorship £1,600

- All forum branding, including social media announcements, website and booking platform
- A full page ad in our quarterly magazine *BSIA Connect*
- 15 minutes as a headline speaker
- Exhibiting space for your brand
- Your brand on all pre-event and on-the-day marketing materials
- Actively promoted to our **30,000+** social media followers

Presentation exhibitor £800

- Key speaker slot during the event
- Exhibiting space for your brand
- Half-page ad in *BSIA Connect*
- Actively promoted to our **30,000+** social media followers

Networking exhibitor £500

- Exhibiting space for your brand
- Acknowledgement from chairman and/or CEO
- Ample networking opportunities during event
- Actively promoted to our **30,000+** social media followers

Post Event Drinks sponsorship £1,000

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BSIA BROADCAST

INDUSTRY LED PODCASTS & WEBINARS

What is it?

BSIA Broadcast is online streaming content over audio and video; podcasts and videos that offer you the chance to present on a subject of your choice exclusively to our members and the wider audience. Depending upon what it is you wish to convey to promote your product or service we can offer you the digital platform to get your message across.

Get involved?

Tell us what subject you wish to promote and what platform suits you and we can arrange the rest. Our webinars will be up to an hour and podcasts 30 minutes; we will host them each month live and then include on our BSIA Broadcast page on the website and promote on our YouTube channel

Options available:

- BSIA Broadcast webinar (one hour on a subject of your choice): **£250**
- BSIA Broadcast podcast (15 minutes on a subject of your choice): **£150**
- Sponsorship BSIA led webinar or podcast: **£500**

Why Choose BSIA Broadcasts?

BSIA Broadcast webinars and podcasts can be viewed on the day by a mutually agreed audience of industry professionals and are then uploaded to the BSIA YouTube channel; they are also published on the BSIA website and promoted across multiple BSIA social media platforms.

BSIA webinars and podcasts are designed to educate fellow security professionals from across the UK and Europe.

BSIA ADVERTISING

WEBSITE, PUBLICATIONS & NEWSLETTERS

WEBSITE

The BSIA website has over 900 pages of dedicated security news, publications, guidance and member directory. Average monthly visitors to our website are around 2,500 and digital monthly impressions are around 250,000 .

The news sections on the BSIA website are a trusted and reliable source of the latest industry news.

BSIA CONNECT

This quarterly publication is written by members, for members, and features articles showcasing great news stories and industry achievements. It is distributed across our entire membership, including 300+ senior industry leaders.

NEWSLETTER

Our weekly newsletters offer a round up of news items from the security industry, membership and thought leadership, collated into a one stop news catch up. We have a dedicated database of over 6,000 members and contacts from the wider security industry who receive our regular digital communication

Options available:

- Advertising banner on website with click through to website: **£100 pcm**
- Advertising banner on weekly roundup newsletter with click through to website: **£100 pcm**
- Full page advert in BSIA Connect quarterly publication: **£100**
- Dedicated newsletter on your products or services to our distribution database: **£250**

OWNERSHIP & RETENTION
FACING RECRUITMENT & RETENTION

MAN Commercial's individual strategy for tackling these issues. p.6

SOLVING EMPLOYMENT & RETENTION CHALLENGES

How Skye Guarding are overcoming today's employment and retention barriers. p.8/9

MENTAL HEALTH & THE SECURITY INDUSTRY

Citation dive into the depths of the struggles with mental health and what you can do to help your employees. p. 12/13

BSIA GOLF SOCIETY

Spring, Summer and Autumn Opens Events

What is it?

The British Security Industry Association (BSIA) proudly organises the BSIA Golf Society, an exclusive network designed for professionals within the UK security sector. This society provides a welcoming environment where colleagues can come together, enjoy the sport of golf, and build lasting professional relationships.

The BSIA Golf Society is much more than a sporting group; it is a community dedicated to fostering connections among like-minded individuals who share a passion for golf. By participating, members have the opportunity to:

- Network with other professionals working within the UK security industry
- Engage in friendly competition and enjoy regular golf events
- Exchange ideas and best practices in a relaxed, informal setting

The BSIA Golf Society is open to both BSIA members and non-members alike. The society is committed to cultivating a community whose members are enthusiastic about both the sport and the industry. Whether you are an experienced golfer or someone looking to improve their game, the BSIA Golf Society welcomes all skill levels. The primary aim is to promote enjoyment, camaraderie, and the spirit of fair play among colleagues.

Membership is open to those working in the UK security industry who are keen to connect with peers and participate in golf activities. Regular events are organised throughout the year, providing ample opportunities for members to get involved and make the most of their shared interests.

Spring: Bush Hill – 7 May
Summer: Slaley Hall – 9 July
Autumn : Celtic Manor – 9 September

Sponsorship opportunities

Sponsorship of which includes a four ball of players, opportunity to place a pull up banner at the clubhouse and present a winners category at the post event winners ceremony: **£1,000 per open**

BSIA OFFICE SPACE

Perfect for meetings, interviews, and more!

Unlock the full potential of your meetings with BSIA's exclusive facilities in the heart of Worcester. As a valued member, you'll enjoy preferential rates on our premium spaces designed to inspire collaboration, creativity, and productivity. Whether you're hosting an intimate strategy session or a high-profile board meeting, our rooms combine comfort, technology, and professionalism to ensure your meeting runs seamlessly. These rates are exclusive for BSIA members.

SMALL MEETING ROOM

Perfect for focused discussions and confidential sessions, the BSIA's small meeting room offers a modern, intimate setting. Its sleek design and cutting edge technology makes it more than just a meeting space, but a hub for impactful conversations.

This room is also equipped with advanced audio-visual recording facilities - and is the home of the BSIA Broadcast.

- 4 seats and a small table
- Digital screen with HDMI and USB facilities
- Refreshments provided
- Audio-visual recording facilities including tripod, microphones, and soft lighting

The daily rate for this room is **£60** for meetings, and **£100** for audio-visual recording equipment (BSIA member rate).



BOARD ROOM

When you want to make a big impression, our spacious board room delivers. Designed to accommodate up to 16 participants, this modern space is tailored for meetings, presentations, and strategic planning sessions.

The board room features state-of-the-art technology, a rest area for breaking out, and more.

- 16 seats and large board table
- Digital screen with screen sharing, HDMI, and USB facilities
- Refreshments provided
- Rest area with sofa, literature, and cocktail tables

The daily rate for this room is **£250** for meetings (BSIA member rate).





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CONTACT US TODAY! commse@bsia.co.uk