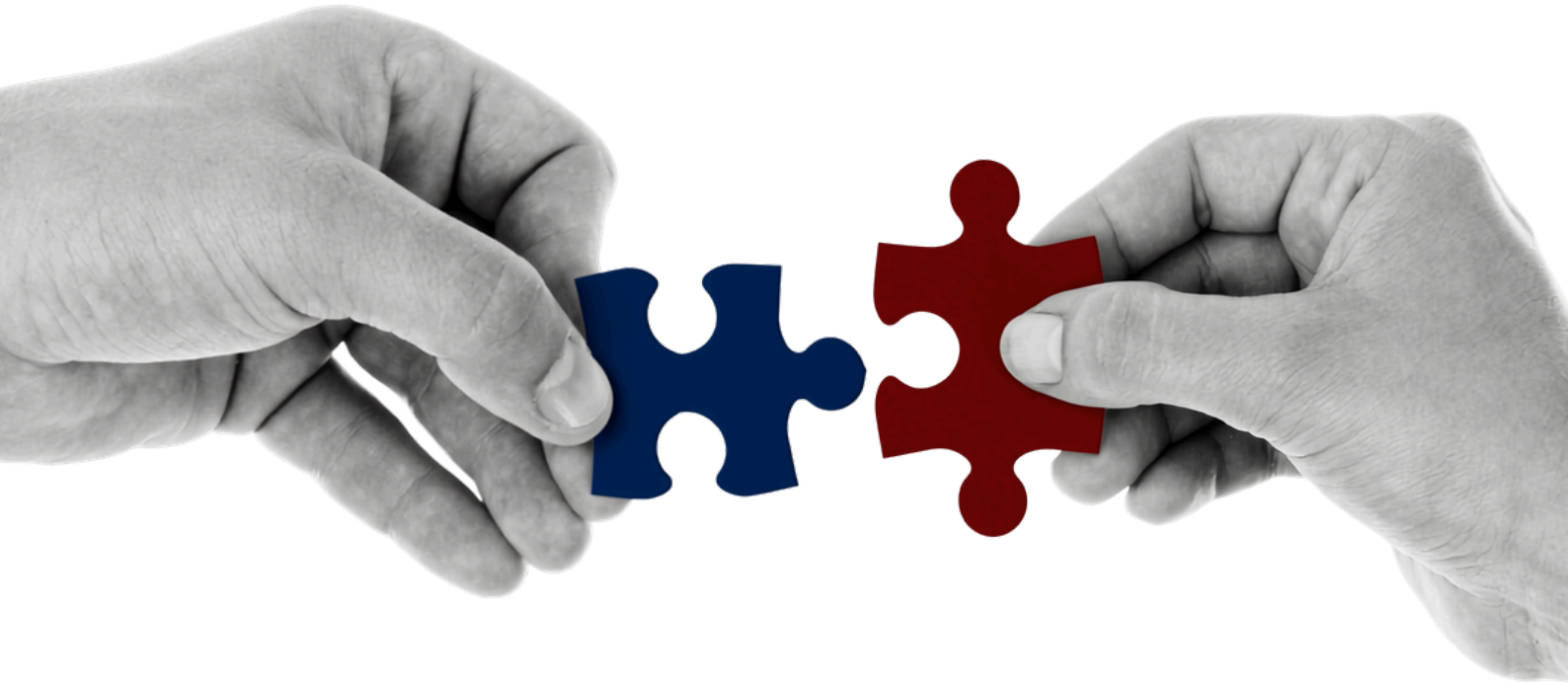


SPONSORSHIP & OPPORTUNITIES

IN 2027

CELEBRATING 60 YEARS OF PROFESSIONAL SECURITY

CONTENTS

All the pages available for Sponsorship with the BSIA in 2027

3-4 - British Security Awards
FLAGSHIP EVENT FROM THE BSIA - CELEBRATING SECURITY EXCELLENCE

5-6 - Seasonal Forums
EDUCATIONAL AND NETWORKING OPPORTUNITIES WITH KEY TOPICS

7-8 - Digital Marketing
PODCASTS, NEWSLETTERS, WEBSITE, AND SO MUCH MORE!





9 - BSIA Golf Society
THREE GOLF OPENS WITH AMPLE NETWORKING OPPORTUNITY AND SPONSOR BENEFITS

10 - Office Spaces
THE BSIA'S NEW OFFICE FACILITIES ARE AVAILABLE TO PURCHASE FOR DAY RATES

Organised by the British Security Industry Association

BRITISH SECURITY AWARDS

CELEBRATING SECURITY EXCELLENCE

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

Headline sponsorship - *NO LONGER AVAILABLE*

- Includes up to **TWELVE places** at lunch (worth **£3,300**).
- 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 **40,000+** followers.

Security Personnel category sponsorship

- Includes **FIVE** places at lunch (worth **£1,375)**.
- 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 **40,000+** followers

Security Business category sponsorship

- Includes **FIVE** places at lunch (worth **£1,375)**.
- 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 **40,000+** followers

Pre-lunch networking drinks - *NO LONGER AVAILABLE*

- Includes **FIVE** places at lunch (worth **£1,375)**.
- Prominent marketing of your brand in the **drinks reception**
- Prominent use of your logo in all British Security Awards marketing
- Promoted on social media to our **40,000+** followers

After party drinks sponsor

- Includes **FIVE** places at lunch (worth **£1,375)**.
- Prominent marketing of your brand in the awards **with VIP wristbands on table settings**
- Prominent use of your logo in all British Security Awards marketing
- Promoted on social media to our **40,000+** 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.

40,000

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.

450

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.

29

Launched in 1998, we launched our awards scheme to pioneering in the industry. It has grown year on year for 29 years, strengthening its influence and reputation as the leading security awards.

A British Security Industry Association Event

SPRING FORUM

An opportunity to interact, learn and network

10 MARCH 2027, SECURITAS HQ IN MILTON KEYNES

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

- All forum branding, including social media announcements, website and booking platform
- 15 minutes as a headline speaker
- Headline banner on dedicated Forum Event newsletters
- Exhibiting space for your brand
- Your brand on all pre-event and on-the-day marketing materials
- Actively promoted to our **40,000+** social media followers

Presentation exhibitor

- Key speaker slot during the event
- Exhibiting space for your brand
- Half-page ad in BSIA Connect
- Actively promoted to our **40,000+** social media followers

Networking exhibitor

- Exhibiting space for your brand
- Acknowledgement from chairman and/or CEO
- Ample networking opportunities during event
- Actively promoted to our **40,000+** social media followers

Our seasonal forums in numbers

As a Spring Forum sponsor you will be promoted over all our channels: with over **40,000+** highly engaged followers on our social media platforms, a 1500+ readership of our quarterly magazine *BSIA Connect* and regular email marketing to over 5,000 subscribers, your involvement before and during the event will reach a wide and varied audience.

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A British Security Industry Association Event

AUTUMN FORUM

An opportunity to interact, learn and network

NOVEMBER 2027 - VENUE TBC

The BSIA's Autumn 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

- All forum branding, including social media announcements, website and booking platform
- 15 minutes as a headline speaker
- Headline banner on dedicated Forum Event newsletters
- Exhibiting space for your brand
- Your brand on all pre-event and on-the-day marketing materials
- Actively promoted to our **40,000+** social media followers

Presentation exhibitor

- Key speaker slot during the event
- Exhibiting space for your brand
- Actively promoted to our **40,000+** social media followers

Networking exhibitor

- Exhibiting space for your brand
- Acknowledgement from chairman and/or CEO
- Ample networking opportunities during event
- Actively promoted to our **40,000+** social media followers

Post Event Drinks sponsorship

- 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 **40,000+** social media followers

Our seasonal forums in numbers

As an Autumn Forum sponsor you will be promoted over all our channels: with over **40,000+** highly engaged followers on our social media platforms, features on our website with over **1 million** quarterly impressions, and regular email marketing to over 5,000 subscribers, your involvement before and during the event will reach a wide and varied audience.

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. We will also edit any content that you wish to be edited and produce short-form content to post on our social media and yours upon request.**

Want to 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 and social media.

Options available:

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

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.

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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 impressions are around 1.5 million per quarter.

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

Website options available:

- **Dedicated advertising banner or gif on website with click through to your website with average monthly click rate on advertising banners of 1,000**
- **Addition of your banner to rolling BSIA gif displayed on key pages within BSIA website**

NEWSLETTERS

Our weekly newsletter features a round up of security news from the BSIA and the wider industry, from new podcast episodes to government news. We have a dedicated database of over 5,000 subscribers (with an average display rate of 28% and a click-through rate of 10%) as well as contacts from the wider security industry who receive our regular digital communication.

Newsletter options available:

- **Advertising banner on weekly roundup newsletter with click through to website**
- **Dedicated newsletter on your products or services to our distribution database**

BSIA GOLF SOCIETY

Spring, Summer and Autumn Open 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: 22 April 2027 – The Belfry, Birmingham
Summer: 7 July 2027 – Worsley Park, Manchester
Autumn : 8 September – Celtic Manor, Newport

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.

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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.

PODCAST STUDIO

The perfect studio setting for recording your own podcasts. Its sleek design and cutting edge technology makes it the perfect location to record your broadcasts.

This room is equipped with advanced audio-visual recording facilities - and is the home of the BSIA Podcast, 'The Voice'.

- **2 comfortable armchairs and a small table (more seats available on request)**
- **Digital screen with HDMI and USB facilities**
- **Refreshments provided with coffee and tea making facilities**
- **Audio-visual recording facilities including tripod, microphones, and soft lighting**
- **Full AV support and post recording editing and production provided by the BSIA MarComms Team**



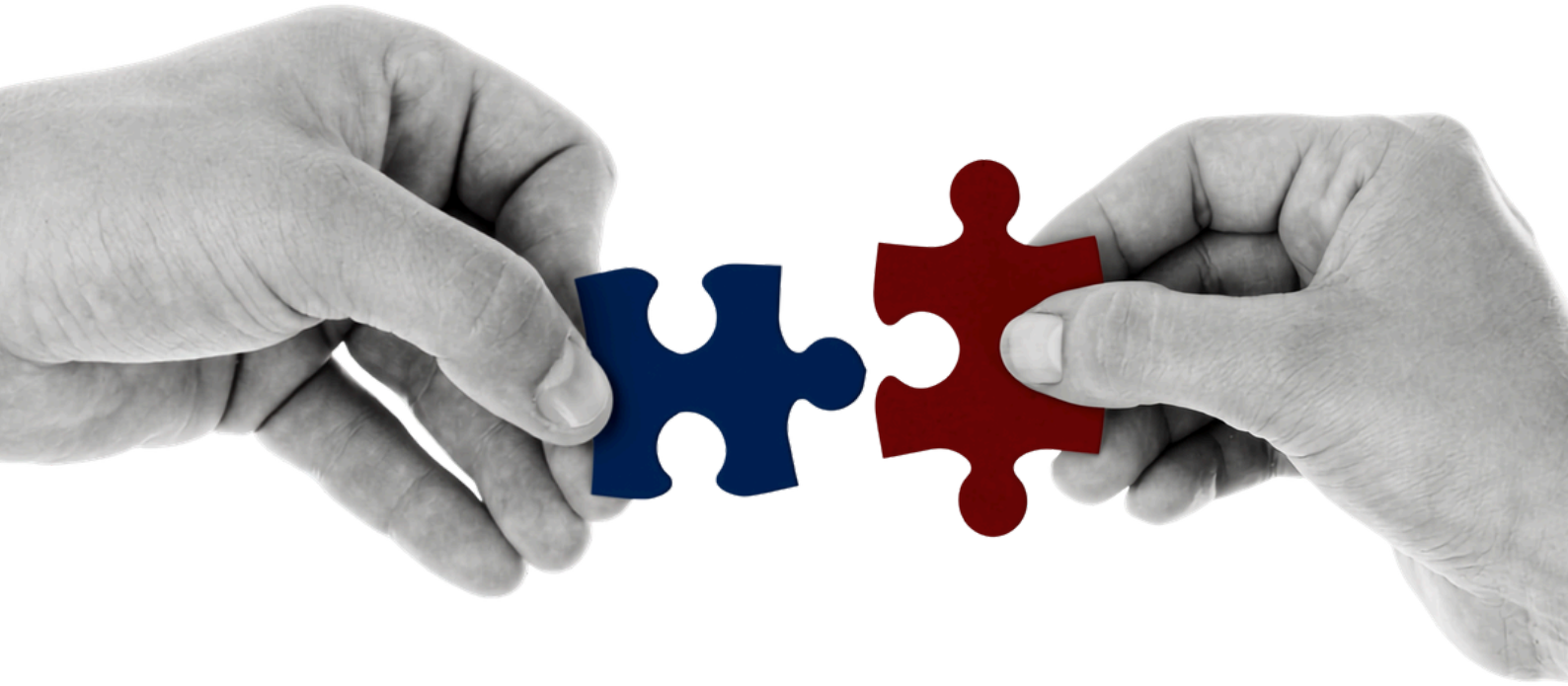


LARGE BOARD ROOM

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 (additional seating available to extend seating to maximum of 20)**
- **Podium for presenting (microphone available on request)**
- **Digital screen with screen sharing, HDMI, and USB facilities**
- **360 transmission for virtual meetings including speakers**
- **Refreshments provided with coffee and tea making facilities**
- **Comfortable area with sofa and coffee table**



SPONSORSHIP & OPPORTUNITIES

IN 2027

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comms@bsia.co.uk

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