



BUILDING PARTNERSHIPS
SPONSORSHIP OPPORTUNITIES IN 2024/2025



THE VOICE OF THE PROFESSIONAL SECURITY INDUSTRY

A British Security Industry Association Event

REGIONAL FORUM

THOUGHT LEADERSHIP AND BEST PRACTICE

A British Security Industry Association Event

SPRING FORUM

Annual General Meeting

BSIA BROADCAST

INDUSTRY LED PODCASTS & WEBINARS

Organised by the British Security Industry Association

BRITISH SECURITY AWARDS

CELEBRATING SECURITY EXCELLENCE

A British Security Industry Association Event

AUTUMN FORUM

BSIA GOLF SOCIETY

The Spring Open, Summer Open and Autumn Open

THE YEAR IN REVIEW

BSIA CONNECT

OUR MAGAZINE FOR OUR MEMBERS, BY OUR MEMBERS

Every year, the BSIA holds events designed to provide value to its many and varied areas of expertise within its broad membership base.

Our members represent 70% of the private security sector sales in the UK, from video surveillance, through to access control, manufacturing, frontline security personnel and the secure destruction of data. We have an enviable list of contacts from within our membership and the wider industry, who regularly attend our events and digest our media output; from CEOs, finance and human resources, technical and product fields, communications and marketing; all active and committed to developing both their business and our profession.

Our events and media offer you a great business opportunity to get in front of our members and to start building partnerships that ultimately not only help to grow your own business but will be integral to developing the industry.

What are our products?

We host five key events over the year, from our flagship **British Security Awards** to our **Regional Forums** and **Spring** and **Autumn** editions, offering a mixture of thought leadership, best practice and networking, with key influencers and decision makers.

We also publish our quarterly *BSIA Connect*, our thematic magazine for our members by our members, discussing the trends of the moment and our annual *The Year in Review*; both great vehicles for you to showcase your products.

So, how can we help?

We believe in doing what we can to provide both a first class service to our members looking for a partnership that will provide value for their business and to the innovators and business experts working to develop solutions and methodologies that will enable them to do so.

Take a look at how we can help and **get in touch with the membership team.**

TAKE A LOOK TODAY >>>>>>>>>

The **British Security Awards** is our flagship event, attracting over 500 guests, coming together to celebrate and recognise achievements from the security industry over the past 12 months; we would like to invite you to take part in the leading security event of the year as one of our sponsors.

Organised by the British Security Industry Association



**BRITISH
SECURITY
AWARDS**

CELEBRATING SECURITY EXCELLENCE

Individual category sponsorship: £3,500

As a category sponsor you will receive **FIVE** places at lunch (worth **£1,225**), the opportunity to present award to the winner, support highlighted in speech at lunch and prominent acknowledgement in audio visuals. You'll also receive photo and video opportunities on the day and your logo incorporated into the winners trophy, event programme and on the Awards table plans. You will also be actively promoted on social media to our **30,000+** followers.

Pre-lunch networking drinks: £3,500

We can offer you the chance to promote your company by branding the area, sponsoring a drink and placing your logo in the programme and **FIVE** tickets to the lunch.

Get your brand in front of **500+** security professionals networking and celebrating the end of an excellent ceremony!

Headline and lunch sponsorship:

£12,000

The **British Security Awards** offers up a fantastic 3-course meal and forms a major part of the day's activities. This package offers you the chance to be headline sponsor of the awards, as well as sole sponsor of the lunch.

The package also includes the prominent use of your logo in all British Security Awards marketing, a free advert and feature in the awards programme, a chance to put your logo on each table number and branded gifts for each guest, acknowledgement from the main speaker, logos on the main screen during the lunch, The package includes **TEN** lunch tickets, and the chance to **exclusively sponsor the Chairman's Award**. You will also be actively promoted on social media to our **30,000+** followers

Awards programme advertising:

£850

Each guest upon arrival will get the **British Security Awards** souvenir programme that contains all the citations of the finalists as well as the menu and biographies of the speakers. This is an opportunity to get your brand in front of everyone in attendance with a one page advert as they read about the day's finalists and discuss their choice of three courses!

Frontline Security Personnel category sponsorship

£19,000

This major package includes regional and national frontline security personnel sponsorship of **FIVE categories starting in November 2024 and running to June 2025**, and includes your logo on all regional certificates (up to **80** individual certificates, presentation to the five winners at the national event, logo on all social media posts (up to **20** posts during nominations, announcements and awards to our **30,000+** followers.

The package also includes the prominent use of your logo in all British Security Awards marketing on the day, a free advert and feature in the awards programme, a feature in our quarterly magazine BSIA Connect during the lunch, The package also includes **TEN** lunch tickets on the day.

Why companies **sponsor our awards**

The British Security Awards in numbers.

27 We started our awards scheme in 1998, 27 years ago, the first of its kind in the industry, growing year on year and increasing our influence and reputation as the leading industry awards.

45 The combined years of companies who have agreed to repeat a sponsor category at the British Security Awards for more than three years, aligning their name to a chosen category.

70 The percentage of security companies in the UK that we represent who manufacture, distribute and install electronic and physical security equipment and provide security officer services

250 Every year we have a record breaking amount of entries from across the security realm, covering all disciplines, both established and new onto the market.

500 Attendees from some of the largest and innovative companies driving the industry forward; industry leaders and their teams use our event not just for celebrating security excellence but for networking and business.

30,000 We have a large dedicated following across our social media. Our members are active participants, liking and sharing posts, in which all sponsors are referenced.

50,000 The number of visits to our British Security Awards website and the BSIA during the awards season, where our sponsors are prominently displayed.

SPRING FORUM

Annual General Meeting

AUTUMN FORUM

The BSIA's Spring and Autumn Forums are great opportunities for you to showcase your brand to our members and key industry stakeholders in intimate and engaging environments.

The events usually start at 3.30pm and finish at 7pm (in a central London location) and we expect over 100 guests per forum. For these events we can offer you some excellent sponsorship opportunities that will ensure you get your message out there and turn initial conversations into future business.

What is it?

Our seasonal forums are a great place to meet, interact and network with your industry peers and get to know what the Association can offer you; part social, part business, our forum is designed to bring together individuals and companies to create a melting pot of business opportunities, whilst enjoying a drink and nibbles.

Headline sponsorship **£1,600**

As headline sponsor you begin your sponsorship journey on all regional forum branding, including social media announcements, website, booking platform and a full page ad in our quarterly magazine *BSIA Connect*.

This package includes 30 minutes as a headline speaker in addition to bringing pop ups and marketing collateral on the day. Your company's brand will also be included on all pre-event and on-the-day marketing materials, with key exhibition location and lunch sponsorship. You will also be actively promoted to our **30,000+** social media followers.

Forums package **POA**

We can also offer you the chance to headline both forums, or speak and exhibit at both for a competitive price which will double your exposure to our audience at two key touchpoints during the year - find out more today!

Networking sponsorship **£400**

A chance to showcase your products and services; bring your pop ups or mobile stands and promotional goodies, to be on display throughout the day; it's a great opportunity to meet and network with our members during welcome drinks and the networking period after the presentations. This package also includes announcements to our **30,000+** social media followers.

Speaking sponsorship **£800**

We can offer a key speaker slot during the day around the themes of the forum; a 15 minute opportunity of thought leadership that brings your brand to the forefront of the conversation. This package also includes exhibition space during the networking lunch, social media announcements to our **30,000+** followers and a half page free ad in *BSIA Connect*.

Our seasonal forums in numbers

Our audience reach is vast and varied; 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.

REGIONAL **FORUM**

THOUGHT LEADERSHIP AND BEST PRACTICE

NATIONWIDE FORUMS DESIGNED FOR OUR MEMBERS

What is it?

The BSIA Regional Forums are designed to provide thought leadership and best practice from our experts within the industry and the Association to our members and take place regularly throughout the year. Aimed at all sections of our industry, these forums provide **invaluable insight to keep our members ahead of the game**, including standards updates, technical changes and lobbying opportunities that will benefit our members' business and the wider professional security industry.

*How you can **benefit as a sponsor***

BSIA events are attended by **key influencers from our membership looking for new initiatives and innovation**, and are therefore great events to showcase your brand, products and services first-hand to an engaged audience. Our packages for these events vary from exhibiting to speaking opportunities, ideal for raising your profile.

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Exhibition space

£400

A chance to showcase your products and services; bring your pop ups or mobile stands and promotional goodies, to be on displays throughout the day, along with an opportunity to meet and networking with our members during welcome drinks and lunchtime. This package also includes announcements on social media.

Forums package

POA

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BSIA **CONNECT**

OUR MAGAZINE FOR OUR MEMBERS, **BY OUR MEMBERS**

What is it?

BSIA Connect is our quarterly member led magazine publishing online and in hard copy which goes to all our members and features thematic content based around current trends in the industry marketplace

How can I get involved?

With a wide range of readership within our member companies, *BSIA Connect* is seen by the many disciplines within our member companies, many of which will be interested in your products - advertising on this platform will be a handy place to get noticed by the right people.

We can offer you the following:

One page ad & headline/featured article: **£1,000**

Half page ad & feature: **£500**

Sponsorship of one edition; front page branding; headline article; two full page adds: **£2,000**

BSIA Connect in numbers

BSIA Connect is mailed out to our **2000+** database as well as downloaded up to **300** times per month during each quarter. We also promote it to our **30,000+** highly engaged followers on our social media platforms,

THE YEAR IN REVIEW

What is it?

The Year in Review is our annual round up of the Association - and members key contribution to our industry from a BSIA perspective. It covers everything from our standards development, lobbying success and recognition of the progress we have made as a collective. It goes out to all our members each January and is used as a reference document for new and perspective members.

How can I get involved?

We can offer you the following:

One page ad: **£500**

Half page ad: **£250**

Centrefold feature and ad: **£1,500**

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.

How can I 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

We can offer you the following:

BSIA Broadcast webinar (one hour on a subject of your choice): **£500**

BSIA Broadcast podcast (30 minutes on a subject of your choice): **£250**

Sponsorship BSIA led webinar or podcast: **£POA**

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 **GOLF SOCIETY**

The Spring Open, Summer Open and Autumn Open

What is it?

The BSIA created the UK security industry's very first **Golf Society**, with an aim to provide a social platform where anyone regardless of ability or background can enjoy networking with like-minded individuals and create a community whose members are dedicated to enjoying and playing golf.

Open to both BSIA members and non-members alike, our Spring, Summer and Autumn Opens take place at various prestigious golfing venues across the UK. Shared enjoyment and challenges bond players and open avenues for mutual growth.

In our inaugural year of the BSIA Golf Society, the Spring Open took place in May at Celtic Manor, Summer Open at Belton Woods and the Autumn Open at Slaley Hall. Whilst venues are yet to be set for 2025, we aim to excite our society members with equally exciting stages for our 2025 season.

How can I get involved?

Hole sponsorship: **£3,000** - includes a four ball at each Open.

- Your company flags and banners on a hole at each open.
- Social media posts showcasing your brand.
- Pull up banners in the club house at each event.
- A feature in BSIA Connect around your company.

First Prize: **£300** per event.

Secret Pairs: **£300** per event.

Runner-up: **£200** per event.

'19th Hole' Sponsorship: **£750** per event



Pick and mix a package **that works to your budget**

The BSIA platinum package: We can arrange for your brand to feature across the whole of the BSIA estate all year long by offering you a package at a competitive, negotiable pricing. Decide which British Security Award category or become the awards headline sponsor? Then choose your level of involvement at the seasonal and regional forums. Along with with sponsorship of a hole at all the BSIA Golf Opens, delivering a partnership like no other.

The cost of this package can also spread the payment over the quarters of each event.

The BSIA Events package: focusing on the seasonal and regional events, this package offers the opportunity to engage, network and educate BSIA members at the highest level across all four events. Subject to pre-agreed content; decide if you wish simply exhibit at each event, take a speaking slot or become headline sponsor - or mix exhibiting, speaking or headlining in one package.

Get involved!

Ready to reserve sponsorship?

comms@bsia.co.uk

Want more details of our packages?

www.bsia.co.uk/building-partnerships

Or call us: **07515 330 589**



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BUILDING **PARTNERSHIPS**
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THE VOICE OF THE PROFESSIONAL SECURITY INDUSTRY