



**Kimberly-Clark™**  
PROFESSIONAL

**Golden Service  
Awards 2026**



# Sponsorship Guide

[www.goldenserviceawards.co.uk](http://www.goldenserviceawards.co.uk)

# 2026



## Golden Service Awards



## 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 most prestigious 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 2026 programme will open for entry in July 2025 and the event will be held in London in May 2026.



# 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, Hugh Dennis revealed the winners of the Golden Service Awards 2024 at the London Hilton on Park Lane, London.



Watch the Kimberly-Clark Professional Golden Service Awards 2024 - Sponsors Highlights.

# Extensive marketing coverage for your brand

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](http://www.goldenserviceawards.co.uk).

## Media Partners

**Cleaning**  
 MATTERS

*Tomorrow's*  
**Cleaning**
**FMJ**  
 FACILITIES MANAGEMENT JOURNAL

There will be an opportunity to tell your brand story, with brand mentions and logo recognition across the PR campaign.

- **4** press releases
- **8** emailers open rate **40** per cent
- **8** PR features
- Over **80** pieces of coverage
- Circulation **300,000**
- **3** million click-throughs from media partners' banners
- **20** linked in posts
- **21,730** impressions
- **3,961**nm video views
- **513** likes
- **126** shares

### Online



Tomorrow's  
Cleaning



ECJ



Cleanzine



Cleaning &  
Maintenance

### In Print



FMJ

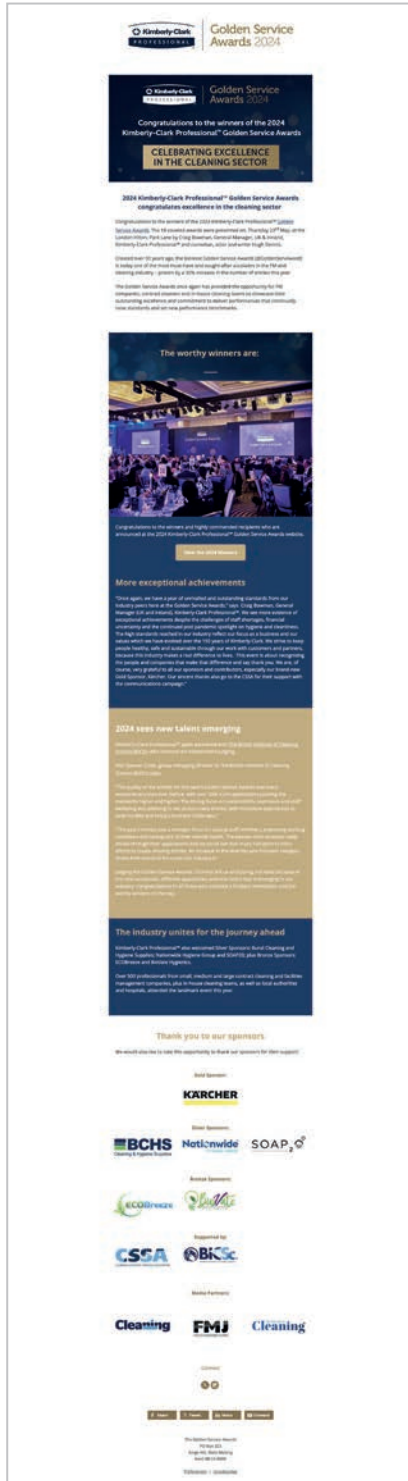


Cleaning &  
Maintenance



# Awards marketing materials

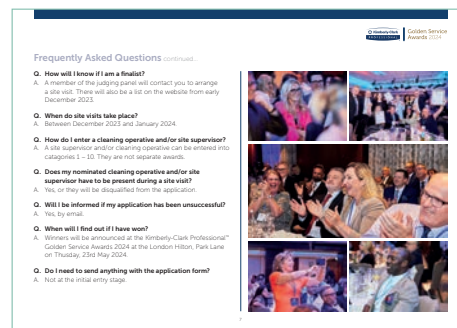
## Email Campaigns



## How to Enter Guide



## 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 10,000m<sup>2</sup>

For all or part of a building

## 4 Office areas between 10,000 and 30,000m<sup>2</sup>

For all or part of a building



## 5 Office areas over 30,000m<sup>2</sup>

For all or part of a building

## 6 Retail/Shopping Malls

Under 100,000m<sup>2</sup>

## 7 Retail/Shopping Malls

Over 100,000m<sup>2</sup>

## 8 Leisure & Hospitality

To Include stadiums, outdoor shopping malls and plazas, theme parks, transport hubs, hotels, restaurants and holiday parks



## 9 Manufacturing

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

## 10 Sustainability Leadership

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

## 11 Social Impact

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

## 12 Inclusion & Diversity

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

## 13 Training

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

#### 14 **Small Business**

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

#### 15 **Cleaning Team of the Year**

For excellent performance by a cleaning team

#### 16 **Going the Extra Mile**

For businesses, cleaning teams or individuals who faced particular challenges or difficulties and how these were overcome



## Bonus Awards

#### **Cleaning Operative of the Year**

For excellent performance by a cleaning operative

#### **Supervisor of the Year**

For excellent performance by a site supervisor



## 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 £2,500
- ✓ 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
- ✓ Category sponsorship and presentation of award at the event
- ✓ 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



# Sponsorship Packages

## SILVER | 5 x £10,000

- ✓ 5 tickets to the event worth £1,250
- ✓ Category sponsorship and presentation of award at the event
- ✓ One bespoke feature with one of the three GSA media partners
- ✓ Extensive PR coverage
- ✓ 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

# Sponsorship Packages

## BRONZE | 5 x £5,000

- ✓ 3 tickets to the event worth £750
- ✓ Category sponsorship and presentation of award at the event
- ✓ Extensive PR coverage
- ✓ Over 30 social media mentions on LinkedIn
- ✓ 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

# 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. 500 guests.





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

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2026