

UK Outstanding Security Performance Awards

Sponsorship Brochure 2021



The world's global awards for security

The Outstanding Security Performance Awards (OSPAs) recognise and reward companies, people and products that have made a significant contribution to the security sector. The OSPAs are designed to be both independent and inclusive, providing an opportunity for outstanding performers, whether buyers or suppliers, to be recognised and their success to be celebrated.

The awards scheme began in 2015 and is now currently running in twelve countries.

What makes the OSPAs unique?

- ▶ The OSPA are transforming the security world; they are the first and only '**global**' awards scheme in the security industry for recognising outstanding performance.
- ▶ The principles of the OSPAs are that they are **independent, credible, respectable** and **transparent**.
- ▶ The OSPAs bring together all the leading security associations and groups in countries to acknowledge and celebrate the many success stories that often operate under the radar.
- ▶ One of the standout features of the OSPAs is that the categories and criteria for the awards have been created following an extensive research project; every country is judged using the same criteria.



The 2021 Awards Event

The UK (OSPAs) has been running for 4-years; each year has seen a growth in the number of companies and individuals who enter and attend the event.

Last year saw 500 security professionals from public, private and third sector organisations gathered to network and celebrate the amazing contribution that companies and people are making across the UK security sector.

Building on the success of previous years, the UK OSPAs will return in the first quarter of 2021.

Due to the uncertainty of the Coronavirus situation, the OSPAs will take place as an online virtual event.

Going 'virtual' means that many more people can join in the celebrations from around the world when we announce the winners of the awards live.

Sponsorship and promotional opportunities

For 2021, sponsorship packages have been adjusted; each sponsor will be given the opportunity to provide a short video promoting their company and aligning their brand with excellence and best practice.

Read on for more information

Headline sponsor - Sold

As headline sponsor, you will benefit from :

Pre & Post Event Publicity:

Exclusivity

You will be the **exclusive** headline sponsor

Website/media promotion

- Your company's logo and link to your website on every page of the UK OSPAs website
- Your company's logo with a description and link to your website on the UK AND Global OSPAs website (sponsors page)
- Company name and logo in a pre-event article and post-event review on the OSPAs website
- Your company highlighted as headline sponsor in media announcements about the awards

Email & social media marketing

Your sponsorship will be advertised in World Excellence Digest (e-newsletter) and across the OSPAs social media platforms

Virtual awards ceremony:

Speaking opportunity

Opportunity to provide a short video aligning your brand with the awards

Trophy presentation

Opportunity to announce and present one of the awards

Branding

- Logo on presentation slides
- Acknowledgement in awards speech
- Company logo in the event programme

Positive association

Chance to get involved in a project that is looking to expand in future years and be associated with outstanding performance and professionalism

Category sponsor - £2,750

As a category sponsor, you will benefit from :

Pre & Post Event Publicity:

Website/media promotion

- Your company's logo by the category you sponsor on the UK OSPAs enter page
- Your company's logo with a description and link to your website on the UK OSPAs website (sponsors page)
- Company listed on website as the sponsor for a specific category
- Company name and logo in a pre-event article and post-event review on the OSPAs website
- Your company highlighted as a category sponsor in media announcements about the awards

Email & social media marketing

Your sponsorship will be advertised in World Excellence Digest (e-newsletter) and across the OSPAs social media platforms

Virtual awards ceremony:

Speaking opportunity

Opportunity to provide a short video aligning your brand with the awards

Trophy presentation

Opportunity to announce and present the category of award you sponsor

Branding

- Logo on presentation slides
- Acknowledgement in awards speech
- Company logo in the event programme

Positive association

Chance to get involved in a project that is looking to expand in future years and be associated with outstanding performance and professionalism

Categories available to sponsor:

~~Outstanding In-House Security Manager/Director~~ • Outstanding Contract Security Manager/Director • Outstanding Security Team • ~~Outstanding Contract Security Company~~ • ~~Outstanding Security Consultant~~ • ~~Outstanding Customer Service Initiative~~ • ~~Outstanding Security Training Initiative~~ • ~~Outstanding Security Installer/Integrator~~ • ~~Outstanding Event Security Team~~ • ~~Outstanding Security Partnership~~ • Outstanding New Security Product • Outstanding Security Equipment Manufacturer • Outstanding Security Officer • ~~Outstanding Young Security Professional~~ • Outstanding Cyber Security Initiative • ~~Lifetime Achievement Award~~ •

Sponsorship packages are flexible and can be tailored accordingly

To take advantage of the opportunities available or discuss further contact Christine Brooks:

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