



# PROFESSIONAL AWARDS • 2023

Celebrating the success stories for the Sector



## About Us

The Global Sourcing Association is a social enterprise striving to make a difference and promote positive change across the technology and business services industry. Trusted by sourcing professionals for 35 years, the GSA is the consistent voice for the future of the industry and the professionals working within it; promoting sustainable and ethical sourcing to create a positive future for our businesses and our shared planet.



## Overview

The Global Sourcing Association presents a dedicated awards ceremony that celebrates the talent of the individuals and teams who deliver significant value to the global sourcing industry.

The GSA's Professional Awards are a distinct set of accolades recognising talent in outsourcing and shared services, showcasing individuals and function teams who make a big difference, but remain largely unsung in the wider context of the global sourcing industry. The distinguished individuals and teams will be celebrated at the Awards Ceremony on 28/11/2023 in London when the industry gathers to kick off the Christmas Festivities.

## Why Sponsor?

- Improve your brand recognition and image
- Generate leads by networking
- Create new partnerships and alliances
- Strengthen your position as a market leader within the industry.
- Position yourself as an industry thought leader.
- Achieve industry recognition by being associated with this prestigious high-profile event.
- Differentiate your company from others in the industry.
- Join the industry celebration for the festive season.

## Who Attends?

The event is open to both shortlisted individuals/companies from across the buy-side, supply-side and advisory communities plus those that would like to attend to both network and celebrate the industry. Previous attendees include representatives from:

Barclays	Diageo	EY	Everest	EXL
John Lewis	KPMG	Lloyds Banking	London Authority	RELX
SAP	SEGRO	TCS	Wipro	Zurich



## Sponsorship Packages

### Headline Sponsorship Package

£12,000 + VAT to align your brand as a thought leader before, during and after the event. A mix of activity that delivers pre-event publicity, on the day high visibility with sector leaders, plus a post-event webinar.

#### Pre-Awards Publicity

- Your logo on all pre-, during and post-event marketing material on [www.gsa-uk.com](http://www.gsa-uk.com) and across social media (LinkedIn and X)
- 500-word blog post on why you have chosen to support the GSA Professional Awards featured on [gsa-uk.com](http://gsa-uk.com) in the run up to the award ceremony (subject to editorial approval).



#### Awards Ceremony (6.30pm – 1.00am)

- Unique "In association with the 2023 GSA Professional Awards" headline logo
- Sponsorship of the cash bar – use of your corporate colours to light the bar area and your logo on signage.
- Your logo on welcome screen and media wall
- Access to the delegate list (name, company, title)
- Awards category sponsorship (company VIP to present your chosen award category)
- 4m x 2m space to advertise your organisation in the networking drinks area
- VIP table of 10 (includes drinks reception, 3 course dinner, wine at your table, entertainment, valued at £349 +VAT per person)
- 1-page advertisement to feature inside the 'GSA Professional Awards Supplement'
- 2-page thought leadership article to feature inside the 'GSA Professional Awards Supplement'
- Online banner advert on [gsa-uk.com](http://gsa-uk.com) home page for 3 months
- Three slides dedicated to your company to feature on the slide show throughout the dinner
- Opportunity to distribute marketing literature in drinks reception
- Post-event promotional mailer to the full delegate list. Content is subject to approval

#### Post-Awards Thought Leadership Webinar

- Working with the GSA to deliver a thought provoking and engaging webinar late 2023 or early in 2024 on a subject of your choice (subject to GSA approval).
- The one-hour webinar will be positioned as a GSA event "in association with your brand".
- Speakers will be coordinated by the GSA to include GSA, your brand and influential industry contributors (with joint agreement)
- The webinar recording will be available for your use as well as be published on the GSA website and within the GSA newsletter.

- Your logo on all pre-, during and post-event marketing material on [www.gsa-uk.com](http://www.gsa-uk.com) and across social media (LinkedIn and X)

## Awards Category Sponsorship Package

£4,000 + VAT

- Awards category sponsorship (company VIP to present the award)
- Align your brand to a category that fits with your culture.
- Your logo on welcome screen and media wall
- Access to the delegate list (name, company, title)
- Your logo on all pre-, during and post-event marketing material
- 4 places at the dinner (includes drinks reception, 3 course dinner, wine at your table, entertainment, valued at £349 +VAT per person)
- 1-page advertisement to feature inside the 'GSA Professional Awards Supplement'.
- Your logo to feature on the slide show throughout the dinner

Contact [darent@gsa-uk.com](mailto:darent@gsa-uk.com) to get involved!

