



SPONSORSHIP OPPORTUNITIES

INDUSTRY
AWARDS 2025



ABOUT BESA

The Building Engineering Services Association (BESA) is a leading trade organisation that represents and supports businesses involved in the design, installation, operation, and maintenance of building engineering systems. Founded in 1904, BESA champions best practices, innovation, and professionalism across the building services sector, including critical areas like heating, ventilation, air conditioning, refrigeration, and renewable energy systems.



Charlie Ward,
Group Events Manager
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Curtis Armstrong,
Group Digital Marketing Coordinator
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ABOUT THE AWARDS

The awards serve as a platform to highlight the pivotal role that building services professionals play in creating safe, efficient, and sustainable environments. They also aim to inspire the next generation of talent and foster a culture of excellence within the sector.



Claire Short,
Director of Marketing
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AUDIENCE AND REACH

400

ATTENDEES

15

SPONSORS

101

AWARDS ENTRIES

27.5k

SOCIAL REACH

157k

EMAIL REACH

23%

EMAIL OPEN RATE

150k

WEBSITE VISITORS



SPONSORSHIP TIERS

An affiliate discount of 25% is available on all packages, in addition to the listed prices

HEADLINE

£25,000



- ▶ Receive positioning as headline sponsor on all pre and post marketing collateral.
- ▶ Thanks to be given in BESA President's opening speech.
- ▶ Full page advert in awards menu.
- ▶ Receive opt in data of all guests.
- ▶ 2x premium plus tables of 10 at the awards dinner.
- ▶ Award category of your choice.
- ▶ Company name on trophy.
- ▶ Representative to present award.
- ▶ Sparkling wine and VIP meeting point at the drinks reception.
- ▶ Logo on shortlist and winner's logo used on social.

AFTER PARTY

£18,750



- ▶ Receive positioning as after party sponsor on all pre and post marketing collateral.
- ▶ Personalised bar branding and option to provide branded T-shirts for bar staff.
- ▶ Thanks to be given in the closing speech.
- ▶ Full page advert in awards menu.
- ▶ 1x premium plus tables of 10 at the awards dinner.
- ▶ Award category of your choice.
- ▶ Company name on trophy.
- ▶ Representative to present award.
- ▶ Sparkling wine and VIP meeting point at the after party.
- ▶ Logo on shortlisted and winner's logo used on social.

SPONSORSHIP TIERS

An affiliate discount of 25% is available on all packages, in addition to the listed prices

CHILL-OUT LOUNGE £20,000

- ▶ Receive positioning as lounge sponsor on all pre and post marketing collateral.
- ▶ Full page advert in awards menu.
- ▶ 2x premium plus tables of 10 at the awards dinner.
- ▶ Award category of your choice.
- ▶ Company name on trophy.
- ▶ Representative to present award.
- ▶ Sparkling wine and VIP meeting point at the drinks reception.
- ▶ Logo on shortlist and winner's logo used on social.
- ▶ Branded lounge room inc; branded wall vinyls, soft furnishings, branded bar and back lit signage

CATEGORY £4,375

- ▶ Receive positioning as category sponsor on all pre and post marketing collateral.
- ▶ 1x premium plus tables of 10 at the awards dinner.
- ▶ Award category of your choice.
- ▶ Company name on trophy.
- ▶ Meeting point at the drinks reception.
- ▶ Logo on shortlisted and winner's logo used on social.

CATEGORIES

- Electro Technical Apprentice
- H&V Industrial and Commercial Apprentice
- BSE Technician Apprentice
- Service and Maintenance Apprentice **SOLD**
- Apprentice of the Year **SOLD**
- Rising Star of the Year **SOLD**
- The Manly Trust Management Training Bursary **SOLD**
- Project of the Year – IAQ **SOLD**
- Project of the Year – Retrofit **SOLD**
- Project of The Year – Net Zero **SOLD**
- Project of the Year – Offsite
- Equality, Diversity and Inclusion
- Product Innovation of the Year
- Learning and Development Initiative
- Training Provider
- Service and Maintenance Contractor of the Year **SOLD**
- Vent Hygiene Contractor of the Year
- Excellence in Commissioning Award
- REFCOM Environmental Excellence Award **SOLD**
- Excellence in Competence and Compliance
- Contractor of the Year – Scotland
- Contractor of the Year – Northern Ireland
- Contractor of the Year – Wales
- Contractor of the Year – England
- Contractor of the Year – UK **SOLD**
- Distributor of the Year
- Supplier of the Year
- Presidents Award for Outstanding Achievement **SOLD**

WHY EXHIBIT AND SPONSOR?

BOOST BRAND AWARENESS

Gain direct exposure to building services professionals through our event marketing.

COMMITMENT TO INDUSTRY GROWTH

Demonstrate your dedication to talent development and business success.

SUPPORT FUTURE LEADERS

Be champions for workplace development and support the next generation.

BUILD CONNECTIONS

Network face-to-face and forge meaningful relationships.

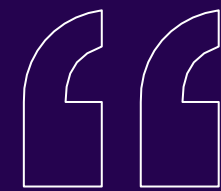


TESTIMONIALS



Very much appreciate being nominated let alone being chosen to win the award. Means the world to me to be recognised not only by yourselves but my employer too. Was a lovely evening and was fun to dress up for the night."

Charlotte Fennell,
DHL and winner of the Service and Maintenance/Facilities Management Apprentice of the Year



The general message I'm hearing is that the awards dinner was one of the best they've been too – so well done."

Heather Thompson,
Brand Marketing Manager, Groupe Atlantic



My colleagues and our guests really enjoyed last Thursday evening, and I'm sure we would like to sponsor an award again next year."

Matthew Dunk,
Sales Director, Frese Group



98% of delegates rated the awards a 5-star event and would be back in 2025



WANT TO GET INVOLVED?

Get in touch:

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