

Benelux Outstanding Security Performance Awards (OSPAs)

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

Building on the success of the 2020 inaugural Benelux OSPAs, the Outstanding Security Performance Awards (OSPAs) have teamed up with BeveligingNieuws.nl / SecuMedia to deliver the 2021 Benelux OSPAs and Thought Leadership Webinar.

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

Last year saw over 300 security professionals taking part - and this year with the support of BeveiligingNieuws.nl we anticipate that numbers will increase.

The online event is FREE to attend, scheduled to take place at the beginning of September (date to be confirmed) and will include a Thought Leadership webinar followed by the virtual awards presentation where the winners of the 2021 Benelux OSPAs will be revealed live.

Sponsorship and promotional opportunities

If you are looking to raise your company's profile, showcase your brand to a captive audience whilst associating with security excellence read on for more information



Headline sponsor - €2500

As headline sponsor, you will benefit from :

Pre & Post Event Publicity:

Naming rights

e.g. The 2021 Benelux OSPAs and Thought Leadership Webinar sponsored by...

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 Benelux OSPAs website
- Your company's logo with a description and link to your website on the Benelux 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 virtually

Branding

- Logo on presentation slides
- Acknowledgement in awards speech

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 - €1500

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 Benelux OSPAs enter page
- Your company's logo with a description and link to your website on the Benelux 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

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 Security Team • Outstanding Security Consultant • Outstanding Customer Service Initiative • Outstanding Police/Law Enforcement Initiative • Outstanding New Security Product • Outstanding Young Security Professional • Outstanding Contract Security Guarding Company • Outstanding Partnership • Lifetime Achievement

To take advantage of the opportunities available or discuss further contact Vincent Vreeken:

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