



BCO NEXTGEN AWARDS 2024

Sponsorship Opportunities

January 2024
BCO NextGen London Committee



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About us



In 2009 the BCO launched the NextGen initiative aiming to connect with the vibrant minds of professionals aged 35 and under in the commercial property sector. Fast forward to today, and the NextGen community has surged by over a quarter, boasting a robust membership exceeding 1,200 – now proudly constituting a third of the entire BCO family.

BCO NextGen isn't just about numbers; it's a movement designed to foster mentorship, inspire the next generation of leaders in the sector, and serve as a platform for fresh perspectives to challenge norms. As a NextGen member, young professionals unlock a world of opportunities, from exclusive building tours and panel sessions to thought-provoking seminars that stimulate innovation and encourage networking across the office sector.

The BCO's events are the heartbeat of this thrilling journey, ranging from intimate seminars and technical tours to the grand Annual Conference and Awards Dinner. With over 6,000 attendees annually at 60+ events, BCO members revel in generous discounts, priority booking privileges, and exclusive invitations to members-only gatherings.

Join the NextGen movement, where the future unfolds, perspectives are reshaped, and connections transcend the ordinary!

About The Event

BCO

The NextGen Awards were implemented in 2016 to highlight and celebrate the achievements of young professionals under the age of 35.

Now in their 9th year, the BCO NextGen Awards have evolved into a must-attend event for the BCO community, growing bigger and more sensational each year!

The BCO NextGen Awards focus on nine categories, including:

- Diversity & Inclusion Champion of the Year
- Graduate of the Year
- Inspirational Leader of the Year
- NextGen Employer of the Year
- NextGen Rising Star London and South East
- NextGen Rising Star Midlands and East Anglia
- NextGen Rising Star Northern England, North Wales & NI
- NextGen Rising Star Scotland
- NextGen Rising Star South West England and South Wales



Event

Highlights

Celebrate the incredible achievements of dynamic young professionals.

Cultivate connections with the rising stars in the sector.

Event Schedule



JUNE '24

NOMINATIONS OPEN

JULY '24

BOOKINGS OPEN

AUGUST '24

NOMINATIONS CLOSE

NOVEMBER '24

AWARDS EVENING

Benefits for Sponsors



Don't miss the chance to skyrocket your influence while championing the future leaders of our industry. Joining this program will not only elevate your organisation's standing but also unlock numerous advantages, such as:

Cultivate connections with the rising stars in the sector and advance your organisation into the spotlight.

Generate opportunities for press coverage, social media buzz, and content marketing.

Enjoy brand exposure throughout the entire awards journey – before, during, and after the grand event!



Before the event:

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, hyperlink to your website and 300 word brand profile on the BCO NextGen Awards webpage.
- Your logo on pre-event marketing.
- 15 social media posts issued as appropriate before, during & after the event.
- Use of the 'BCO NextGen Headline Sponsor' logo to promote your involvement with the awards.
- Acknowledgement of your support in press releases issued by the BCO prior to the event.
- Your logo on event e-tickets.
- One month's free banner advert in the online BCO Member's Handbook section of the BCO website.

During the event:

Award Category Sponsorship & Brand Profile

- 10 tickets for company representatives to attend the awards evening.
- Sponsorship of the award category of your choice (subject to availability).
- Display space for two pull up banners and marketing materials at the event.
- Brand profile, your logo:
 - And company information to be featured in the Digital Awards Programme.
 - Included on screen during the event.
- Acknowledgement of your support on the evening via social media.
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture.

After the event:

PR & Brand Profile

- Your logo as headline sponsor on every winner's certificate.
- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event, if applicable.

New Business Opportunities:

The BCO NextGen committee comprises of individuals representing a diverse array of companies within the property sector. Our Platinum sponsor enjoys the exclusive opportunity to arrange in-person B2B meeting with their chosen participants.

These sessions offer a unique platform for showcasing your company's services, products, and capabilities. For a comprehensive list of committee members and participating companies, please visit the [BCO website](#).

Before the event:

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, hyperlink to your website and 200 word brand profile on the BCO NextGen Awards webpage.
- Your logo on pre-event marketing.
- 10 social media posts issued as appropriate before, during & after the event.
- Use of the 'BCO NextGen Award Sponsor' logo to promote your involvement with the awards.
- Acknowledgement of your support in press releases issued by the BCO prior to the event, if applicable.

During the event:

Brand Profile

- 6 tickets for company representatives to attend the awards evening.
- Sponsorship of award category of your choice (subject to availability).
- Display space for 2 pull up banners and marketing materials at the event.
- Brand profile, your logo:
 - Featured in the Awards Digital Programme.
 - Included on-screen during the event.
- Acknowledgement of your support on the evening via social media.
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture.

After the event:

PR & Brand Profile

- Your logo as gold sponsor on every winner's certificate.
- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event.

New Business Opportunities:

The BCO NextGen committee comprises of individuals representing a diverse array of companies within the property sector. Our Platinum sponsor enjoys the exclusive opportunity to arrange in-person B2B meeting with their chosen participants.

These sessions offer a unique platform for showcasing your company's services, products, and capabilities. For a comprehensive list of committee members and participating companies, please visit the [BCO website](#).

Before the event:

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, hyperlink to your website and 100 word brand profile on the BCO NextGen Awards webpage.
- Your logo on pre event marketing.
- 5 social media posts issued as appropriate before, during & after the event.
- Acknowledgement of your support in press releases issued by the BCO prior to the event.

During the event:

Brand Profile

- 3 tickets for company representatives to attend the awards evening.
- Brand profile, your logo:
 - Featured in the Digital Awards Programme.
 - Included on-screen at an appropriate juncture.
- Acknowledgement of your support on the evening via social media.
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture.

After the event:

PR & Brand Profile

- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event, if applicable.

Before the event:

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, and hyperlink to your website on the BCO NextGen Awards webpage.
- Your logo on pre event marketing.
- 2 social media posts issued as appropriate.
- Acknowledgement of your support in press releases issued by the BCO prior to the event, if applicable.

During the event:

Brand Profile

- Sponsorship of award category of your choice (subject to availability).
- Brand profile: your logo included:
 - Featured in the Digital Awards Programme.
 - Included on-screen at an appropriate juncture during the virtual event.
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture.

After the event:

PR & Brand Profile

- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event, if applicable.

Before the event:

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, and hyperlink to your website on the BCO NextGen Awards webpage.
- Your logo on pre event marketing.
- 2 social media posts issued as appropriate.
- Acknowledgement of your support in press releases issued by the BCO prior to the event, if applicable.

During the event:

Brand Profile

- 10 tickets for company representatives to attend the awards evening.
- One magnum bottle of champagne exclusively for your table.
- Sponsor logo added to table.
- Sponsorship of award category of your choice (subject to availability).
- Brand profile: your logo included:
 - Featured in the Digital Awards Programme.
 - Included on-screen at an appropriate juncture during the virtual event.
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture.

After the event:

PR & Brand Profile

- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event, if applicable.



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Thank you!

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