



Celebrating

AVIATION EXCELLENCE

around the World

Welcome to the Pride of Ground Handling Awards 2026

**Celebrate Service Excellence
Champion Safety
Honour the People Who Make It Happen**

Ground handling is so much more than a race to the bottom on price, it's a showcase of dedication, precision, and passion. **The Pride of Ground Handling Awards 2026**, brought to you by **Ground Handling International (GHI)**, return to **celebrate the stations, teams, and individuals** who set the gold standard in our industry.

From the busiest hubs to remote outstations, we shine a spotlight on ground service providers who go the extra mile to deliver world-class safety, seamless turnarounds, and exceptional value to airline partners. These awards are also about recognising the unsung heroes,

encouraging innovation, and inspiring the next generation of talent into ground handling careers.

With **ten prestigious award categories**, including **Best Station, Ramp Safety, Rising Star, and Lifetime Achievement**, the Pride of Ground Handling Awards are a unique opportunity to **celebrate excellence across every corner of our community**.

The winners will be crowned at the **awards ceremony during GHI's Annual Conference in Amsterdam on Tuesday 1st December 2026**, in front of an audience of global industry leaders.

Why Sponsor?

Align your brand with the **highest standards of professionalism, safety, and service** in ground handling. As a sponsor, you'll gain **unparalleled exposure to the global aviation community**, connect with decision-makers, and demonstrate your company's commitment to raising industry standards.

Whether as a Headline Sponsor or Category Sponsor, you'll benefit from a tailored package of brand visibility, media coverage, and networking opportunities – before, during, and after the event.

Join us in celebrating the people, the pride, and the professionalism at the heart of ground handling.

Let's recognise the best. Together.

Pride of Ground Handling Awards 2026 – SPONSORSHIP PACKAGES

HEADLINE SPONSORSHIP

Pre Event

- Prominent Logo branding on all pre event marketing materials including advertising, emails and PR.
- 100 word company profile on the Pride Of Ground Handling Awards website page.
- 1 x independent HTML Email announcing your sponsorship.
- 1 x social media post announcing your sponsorship.
- 1 x Full page advert in GHI Magazine announcing headline sponsor.

At Awards Ceremony

- Prominent logo branding on the event signage.
- Opportunity to include a 30 second video advert into the Awards presentation.
- Full page advert in printed awards brochure.

Post Event Coverage

- Logo branding in the post awards write up.
- Awards website branding until the relaunch in 2026.
- Full page editorial interview in post event issue of GHI Magazine.

COST: €10,000

CATEGORY SPONSORSHIP

Pre Event

- Prominent logo branding on all pre event marketing material including advertising, emails and PR.
- 100 word company profile on the Pride of Ground Handling Awards website page.
- 1 x social media post announcing your category sponsorship.
- Half page advert in GHI magazine announcing category sponsorship.

At Awards Ceremony

- Branding on the event signage.
- Nominated person to hand out the award sponsored.
- Full page advert in printed awards brochure.

Post Event Coverage

- Logo branding in the post event write up.
- Awards branding until the relaunch in 2026.

COST: €5,000

KEY CONTACTS

Sponsorship – Marc Young
Group Publisher – GHI Group
marc@groundhandling.com
+44 (0)7967 169101

Editorial - Samantha Payne Polepaka
Editor
samantha@groundhandling.com

General Enquiries - Events Team
eventsteam@markallengroup.com
01322 221144



PRIDE
of
ground
handling
Awards

The logo features the word 'PRIDE' in large, bold, red capital letters with a white starburst graphic above the 'I'. Below it, 'of' is in a smaller, lowercase font. 'ground' is in a large, bold, black lowercase font, and 'handling' is in a large, bold, red lowercase font. 'Awards' is in a smaller, black lowercase font at the bottom.