

3 December 2025 • CBS Arena, Coventry

Cleaning

Excellence Awards

Headline Sponsor

K'ARCHER

The Cleaning Excellence Awards return!
Join more than 400 of your peers for a
not to be missed evening that celebrates
Excellence in Cleaning and Hygiene

YOUR HOST:
GEOFF NORTHCOTT

Find out more at cleaningexcellenceawards.co.uk

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Numatic

Organised by



Western Business
Media Limited

The Cleaning Excellence Awards returns to celebrate innovation and achievements throughout the professional cleaning & hygiene sector. Once again, the awards will be held as a Gala Awards Evening dinner, following the industry leading Cleaning Excellence Conference, at the Coventry Building Society Arena, Coventry.

The awards were launched by Cleaning Matters magazine in 2022. The purpose was to shine a spotlight on the most innovative products, services and individuals. From technical innovations and smart solutions to sustainability and individual commitment. The response from the industry has been phenomenal, with the huge number of entries growing each year. This demand resulted in us delivering a fantastic evening awards gala dinner in December 2024.

The award categories:

Best use of data and analytics in cleaning

Cleaning & hygiene team of the year

Cleaning operative of the year

Client collaboration award

Catering and hospitality hygiene award

Contract cleaning award

Excellence in training and development

Facility management partnership of the year

Going above and beyond expectations

Healthcare hygiene award

Innovative product of the year

Lifetime Achievement award

Outstanding achievement in infection prevention and control

Outstanding customer service

Rising star in the cleaning industry

Supervisor of the year

Sustainable company of the year

Sponsored by

I-Team Global

BICS

Associate your brand with excellence

Reach thousands of industry professionals before, during and after the event

network with the industry's most influential people

Take this unique opportunity to position your organisation as an industry leader!



All sponsorship packages receive:

- Logos on all collateral and Awards website
- Acknowledgement of sponsorship on stage by Host
- Branding on stage and signage
- Full page advert in Awards Book of the Night
- Logo on Awards promotion pages in Cleaning Matters magazine
- Press release about your sponsorship
- Profile on Awards website

Packages available:

Headline sponsor £ **SOLD** AT

- 2 x Tables of 10 guests
- Two minute address on stage
- Double page spread in winners guide
- Exclusive banner on website
- Editorial in Awards Report in Cleaning Matters magazine
- 1 exhibition tabletop stand at the Cleaning Excellence Conference

Sponsored by

KÄRCHER

Category sponsor £4,750+VAT

- Table for 10 guests
- Present the award to the winner
- Picture with Host and winner
- Exclusive branding on stage screens when award is presented
- 1 exhibition tabletop stand at the Cleaning Excellence Conference

Gala dinner menu, name card and seating chart sponsor .. £3,500+VAT

- Logo on all menus
- Logo on name cards, table numbers and seating charts
- Advert on back cover of the menus
- Four tickets to the Awards evening

VIP Reception sponsor . £3,000+VAT

- One minute speech to call guests through to dinner
- Exclusive pop up banners in drinks reception
- Two tickets to the Awards evening

Host sponsor £3,000+VAT

- Chance to meet Host during dress rehearsal
- Logo on stage when Host is introduced
- Logo on Host Profile page in the Book of the Night
- Two tickets to the Awards evening

Casino sponsor £3,000+VAT

- Branded sashes on croupiers
- Branded casino chips
- Exclusive pop-up banners in casino area
- Two tickets to the Awards evening

Photobooth sponsor ... £3,000+VAT

- Logo on all photos taken in guest photobooth
- Logos on photobooth
- Two tickets to the Awards evening

Table gift sponsor £2,500+VAT

- Sponsor to provide table gifts for guests
- Two tickets to the Awards evening

YOUR HOST: GEOFF NORCOTT

Geoff Norcott is a comedy writer and standup who sets himself apart by describing himself as “right leaning,” offering an alternative perspective in unpredictable political times. A working-class boy who became an English teacher, he challenges assumptions with topical jokes and stories—praised by The Telegraph as “objectively funny regardless of your politics.” His hit show Right Leaning but Well Meaning helped cement his reputation, and he has since appeared on Live at the Apollo, 8 Out of 10 Cats, The Mash Report, and political programmes including Question Time and Radio 4’s Today, as well as writing for the Telegraph and New Statesman.



To book your sponsorship package, contact the team using the details overleaf

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Cleaning

Excellence Awards

Network, celebrate and enjoy an evening of entertainment with your industry peers

DON'T MISS OUT ON THE INDUSTRY'S MUST ATTEND EVENT OF THE YEAR!

The Cleaning Excellence Awards evening will attract more than 400 guests from the professional cleaning and hygiene sector. Hosted by Geoff Norcott, guests will be treated to a VIP reception, sumptuous three course meal and table wine, live magic acts, entertainment and comedy set, plus live music and dancefloor.

Contact us

Sponsorship opportunities:

Peter Calligeris, Sales Manager
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+44 01342 333734
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General event enquiries:

Mark Sennett, Event organiser
msennett@westernbusiness.media
+44 (0)7751 678621

Book a table for your team or clients

Early bird£225

Available until 11/01/2025 11:55 PM.
Price then increases to £247.50

Table of 10£1,999

Available until 11/01/2025 11:55 PM.
Price then increases to £2198.90

Table of 12£2,250

Available until 11/01/2025 11:55 PM.
Price then increases to £2475.00

Book your places now at
cleaningexcellenceawards.co.uk
or call 01342 314300

Find out more at cleaningexcellenceawards.co.uk