

# ***New Awards Launched to Recognise Fire Resilience Professionals***



The Fire Resilience Excellence Awards (FREAs) recognise outstanding performance in tackling fires and improving resilience to them.

- The FREAs are based on extensive research on key factors that contribute to and characterise outstanding performance.
- Open to public, private or third sector organisations.
- Judges nominated by leading fire and resilience associations.
- Strong ethics and core values of being Independent, Credible, Transparent and Respectable.

**Entry will open in August 2024 for the following categories:**

**Outstanding Leader • Outstanding Team • Outstanding Organisation • Outstanding Consultant • Outstanding Installer/Integrator • Outstanding Product/Innovation • Outstanding Partnership/ Collaboration • Outstanding Risk Assessor • Outstanding Insurance Broker • Outstanding Loss Adjustor**

***The FREAs are set up with the support of key fire and resilience associations and groups and aim to bring credible recognition to those who excel at what they do.***



British Automatic Fire Sprinkler Association

**bafsa**



Fire Industry Association  
Leading Excellence in Fire Since 1916



**skills for security**



Women in the Fire Service UK

**thefreas.com**

# SPONSORSHIP OPPORTUNITIES



**FREAs**  
Fire Resilience Excellence Awards

**Becoming a sponsor of the FREAs enables you to reach thousands of fire resilience industry professionals before, during and after the event.**

## Category sponsorship £3000 +VAT

- Logo and link on home page of website
- Logo and 100-word profile on sponsors' page of website
- Logo against category on enter page
- Highlighted as category sponsor in category specific promotion including, press releases, email marketing, social media posts
- Present the award
- Acknowledgement in speech
- Branding on stage when award presented
- Photo with category winner

## Trophy sponsorship £5000 +VAT

- Logo on trophies and certificates
- Logo and link on home page of website
- 150-word profile on sponsors' page
- Highlighted as trophy sponsor in event promotion: media announcements, email marketing, social media posts
- Present an award
- Acknowledgement in speech
- Branding on stage
- Photo with host and winners

❖ **The FREAs have an ethical sponsorship policy. Category sponsors are not permitted to enter a category they sponsor, and trophy sponsors cannot enter any categories.**

Take advantage of the opportunities contact  
**Christine Brooks +44 (0) 7785 569719**  
[c.brooks@world-excellenceawards.com](mailto:c.brooks@world-excellenceawards.com)



**X** @TheFREAs  
#FREAs

**thefreas.com**