



**35**  
*UNDER*  
**35**

SPONSORED BY



**ENTRY KIT 2025**

[thegma.org.uk](http://thegma.org.uk)



## KEY DATES

Entries close on **Friday 25 July 2025**.

## ELIGIBILITY

Entry is open to any professional or volunteer working in grounds management – including sports turf, parks, estates and green spaces, who are under 35 years of age on Friday 25 July 2025. This includes those working directly on the ground as well as individuals supporting the industry in wider roles such as operations, education, research or supplier services. Nominees can self-nominate or be nominated by peers, employers, or mentors.

## SPONSOR

GMA 35 Under 35 is backed by ICL – a global leader in turf and landscape solutions. Trusted by many of the UK and Ireland's top sports venues, ICL brings cutting-edge innovation, technical expertise, and decades of experience to the industry, helping turf professionals raise standards, solve challenges, and push the profession forward.



## WHY ENTER?

### **RECOGNITION**

Entering the GMA 35 Under 35 awards is a chance to be recognised for the difference you're making - whether that's improving playing surfaces, adopting more sustainable practices, or supporting colleagues. It's your opportunity to showcase your talent to a panel of industry experts and demonstrate what makes you stand out. Being shortlisted can raise your profile, open doors to new opportunities, and show employers, clients, or peers that you're someone who's going places. Whatever the outcome, it's also a chance to reflect on how far you've come and how your goals have evolved.

### **CONNECTION**

You'll meet others across the industry who are also pushing boundaries and raising standards - people who understand both the challenges and rewards of the job. Sharing your story can inspire others to aim high, take pride in their role, and recognise the wider impact of grounds management as a profession.

### **REFLECTION**

The entry process gives you space to look back on what you've achieved so far and consider where you want to go next. It can be a confidence boost and a reminder that your work has real value.

### **PROMOTION**

If you're selected as one of the 35, you'll be featured in an industry-wide campaign that highlights your contribution to the profession. You'll also gain access to exclusive training modules from the GMA and ICL, and be invited to dedicated sessions at SALTEX to learn, network, and raise your profile.



## HOW TO ENTER

Entries must be submitted via the dedicated webform on the 35 Under 35 pages of the GMA website: [www.thegma.org.uk](http://www.thegma.org.uk)

Entries are accepted by either self-nomination or by nominators (usually a line manager, colleague, client or similar). The application form asks a few questions that require the nominee's input, as well as short endorsements from senior members of staff and colleagues.

### FURTHER INFORMATION

Please contact the GMA Communications Team: [communications@thegma.org.uk](mailto:communications@thegma.org.uk)

## SUBMISSION REQUIREMENTS

### 1. EXECUTIVE SUMMARY (500 WORDS MAX)

Your executive summary will be used on the Awards website to give a brief description of your entry. It should be included as plain text within the online entry form. Please note that we have the right to publish your 'executive summary' piece in full should you be shortlisted.

### 2. ENTRY QUESTIONS

- How have you contributed to your company and/or the wider grounds management industry?
- What are your key achievements and challenges you have overcome - and how have these impacted your role or organisation?
- What are your future goals and vision for the industry? Outline your aspirations within grounds management and how you plan to contribute to its growth and sustainability.

### 3. TESTIMONIALS

Please upload two testimonials to support your entry. These can be from a senior colleague, lecturer, client, or peer.

### 4. HEADSHOT

As part of your entry, please upload a headshot in JPEG format. The image must be in colour and no smaller than 200mm x 200mm, suitable for use in landscape, portrait, or square layouts. If shortlisted, this image will be used in promotional materials and on the GMA website.