



**GROUNDS
MANAGEMENT
ASSOCIATION**
CONNECT

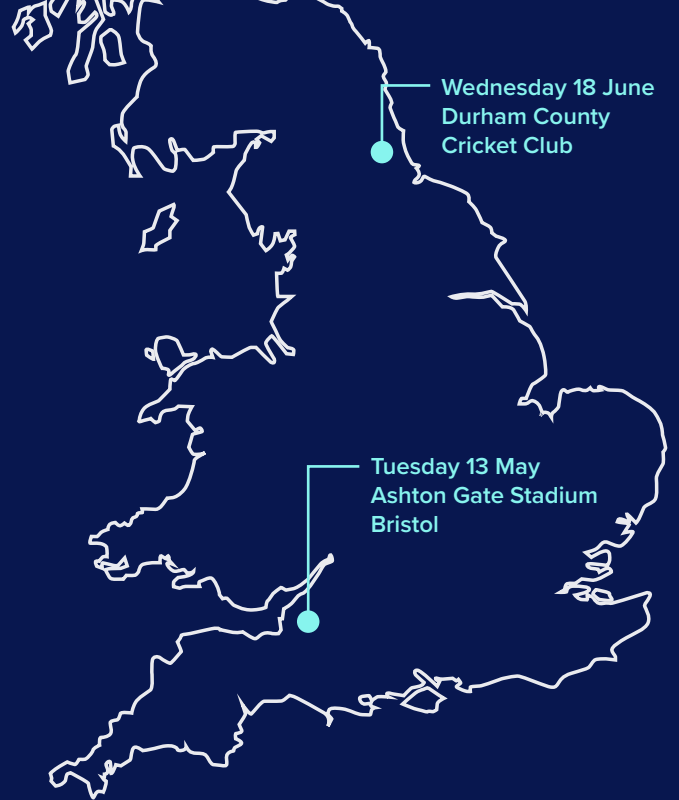
GMA CONNECT SPONSORSHIP OPPORTUNITIES

The Grounds Management Association (GMA) is excited to introduce an innovative new regional event series designed for grounds professionals. GMA Connect will offer a unique platform for learning, networking and showcasing the latest products, services and innovations shaping the grounds management industry.

As a sponsor, you will gain direct access to a highly engaged audience of grounds professionals who are dedicated to excellence in. Don't miss out on the opportunity to be part of this fresh new chapter for the GMA and position your brand at the forefront of the grounds management community.

Join us as we bring together the best minds in the industry—and position your brand as a key partner in their success.

Explore our sponsorship opportunities and start building your connection with the GMA community today.



WHO WILL ATTEND?

A highly engaged audience of grounds management professionals from diverse sectors, including sports pitches, educational establishments and private estates. Each event is expected to attract around 80 attendees from across the industry.

EVENT FORMAT

The 2025 GMA Connect events will explore the theme “Turf Management in the Current Climate.” These workshops will feature expert-led seminars that address the challenges grounds professionals face in navigating increasingly unpredictable and changing weather patterns.

Alongside the informative sessions, the programme offers over two hours of dedicated networking opportunities. Catering will be hosted near the table-top exhibition stands, creating a relaxed environment for meaningful engagement and conversation.

WHO ARE WE?

The Grounds Management Association (GMA) is the UK's leading membership association and education provider for the grounds management industry. We are dedicated to enhancing the quality, safety and sustainability of playing surfaces and outdoor spaces through innovation, education and training. As passionate advocates for our members, we champion their interests and provide unparalleled resources to support their professional growth. United by a shared commitment to excellence, our thriving community of professionals and volunteers strives to elevate the standards of grounds management and make sport possible.



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SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSOR - 1 available
£1000 per event

- Prominent Headline Sponsor branding on event promotional email and opportunity to include an email banner.
- Dedicated email per event sent to our comprehensive database.
- Prominent branding as Headline Sponsor on event listing on GMA website.
- Recognition as Headline Sponsor in relevant PR activity.
- Acknowledgement as Headline Sponsor in one event social media post.
- Branding as Headline Sponsor on all event signage.
- Opportunity to provide a 30-second advert to be played as attendees take their seats during the event*.
- Access to data of all registrants who have consented.
- A 3m x 2m stand space at each event in a preferred location.

**Cost to create advert responsibility of Headline Sponsor.*

EXHIBITOR PACKAGE - Limited number available
GMA Corporate Supporter - £400 per event
Non-Corporate Supporter - £550 per event

- 2m x 2m stand space within the catering area at the event, including:
 - 6ft trestle table
 - 2x chairs
 - Access to power
- Listed as sponsor on the event listing on the GMA website.
- Listed as a sponsor within 1 sponsor social media post (covering all sponsors).

READY TO GET INVOLVED?

Contact Sarah Hunter:

 events@thegma.org.uk

 **07561 109 029**

PROGRAMME TIMINGS

07:00 – 08:30	Morning set-up for exhibitors
08:30 – 09:30	Light breakfast and exhibitor networking opportunity
09:30 – 10:45	Welcome and Seminar Sessions
10:45 – 11:15	Tea/Coffee break and exhibitor networking opportunity
11:15 – 12:45	Seminar Sessions / Practical Workshops
12:45 – 13:30	Lunch break and exhibitor networking opportunity
13:30 – 15:00	Seminar sessions / Practical Workshops
15:00	Event close and exhibitor pack-down

Please note, timings subject to change

WHY SPONSOR GMA CONNECT?

High-Quality Audience

GMA Connect provides a unique platform to engage directly with a highly motivated and influential audience of grounds management professionals. These events attract top-tier attendees who value the industry-leading insights and expertise on offer, making them the perfect setting for building meaningful connections.

Dedicated Networking Opportunities

With over two hours of dedicated networking opportunities integrated into the programme, sponsorship offers unparalleled access to decision-makers and practitioners passionate about advancing their field. This is your chance to showcase your products and services, strengthen your brand visibility, and build lasting relationships with leaders in the industry.

Invest in the Industry

By partnering with the GMA, your support goes beyond sponsorship—it's an investment in the future of the grounds care profession and the continued excellence of the industry.