



Gatwick Diamond Business Awards 2025

Category Sponsor/Judges Guide

1. Choose your category – let us know you'd like to sponsor!
2. You will be contacted by the gdb Team and asked to provide a short list of marketing information to enable gdb to prepare the Business Awards website and other PR & promotional material, and to promote your involvement in the Awards.
3. Your sponsorship invoice will be sent to you one month prior to the launch of the Gatwick Diamond Business Awards. We ask for this to be settled before the launch date (3rd October 2024).
4. We actively encourage you to promote your involvement in the awards to your contacts and through your social media channels, using the **GDBA25 Sponsor logo** which we will provide. Tag us and we will like and share your posts!
5. gdb will collect all award entries during the **Entry Period**
6. You will be invited to attend our **Judging & Entry Review Breakfast** where you will receive a memory stick containing the entries to your category. Alongside your fellow judges, you will have the opportunity to review these and ask any questions. (if you are unable to attend the Breakfast, don't worry - alternative arrangements can be made to get your entries to you).
7. At the Breakfast event, once you have received the entries in your category, some of your entrants may be known to you so you will be asked to sign a **Confidentiality Agreement (NDA) and a Conflicts of Interest form** so that there is transparency, stating if there is any relationship (past, existing or in progress) and the nature of the relationship.
8. During the **Judging Period** we ask you to create a short-list of a minimum of 6 entrants (assuming there are at least 6 and these are of an acceptable standard) and arrange **Assessment Meetings** with each of them. In person meetings are preferred.

Please allow at least one hour for your assessment meeting. We recommend that two people attend the Assessment Meeting and score separately. You should then meet to discuss and agree your scoring. If several people are involved, then we would suggest at least one person is at every meeting to ensure consistency.

9. You will be required to provide gdb with your **3 Finalists** by Early February (see actual date below). These three finalists should include your winner and **MUST remain confidential**. gdb will announce the finalists in all categories and the winner will be announced on the night of the Awards.

10. **Feedback** - An important part of the Judging process is giving feedback to all entrants; those who don't make it through to your shortlist of 6, those who don't make your final 3, and then the runners-up in the Category (and of course your winner!) All of our entrants deserve to understand ways in which they can improve and so your feedback should be provided to gdb, who will provide it to the entrants at the appropriate stage of the process.

We suggest you write your feedback for each entrant alongside your scoring, as this will need to be given out after we have announced the finalists in each category.

Feedback should be given on:

- **What the entrant did well**
- **What the entrant failed to demonstrate**
- **How the entrant can improve**

Key Dates

October 3 rd 2024	Diamond Alumni VIP lunch & GDBA 2025 Launch
November 15 th 2024	Closing Date for Entries
December 12 th 2024	Judging & Entry Review Breakfast
Dec 12 th 2024 - February 3 rd 2025	Judging Period/Assessment Meetings (Please schedule time for your visits to the entrants and for writing up your feedback reports on all the entrants. This is a key part of the judges' responsibilities)
February 3 rd 2025	Date by which we must know the 3 finalists (& winner) in your category
February 10 th 2025	Finalists Announcement
March 20 th 2025	Gatwick Diamond Business Awards 2025
April 17 th 2025 (tbc)	Sponsors and Winners Celebration Breakfast

Important Notes

Judges should ensure any hospitality is appropriate and avoid accepting any gifts.

Judges should not make any commercial approaches to any entrant during the judging process and for a period of 6 months from the Closing Date of the Entry Period.