

# PARTNER CONNECTION PROGRAMME

Exclusive opportunities to showcase  
your brand to our global network

## Connecting like-minded businesses

The Partner Connection Programme (PCP) is an established platform that introduces BRCGS certificated sites to third-party suppliers. We only work with innovative, forward-thinking and reputable organisations so our certificated sites know that any partner is reliable and can be trusted.

Membership of the programme provides a unique opportunity for you to connect with our global network of over 36,000 customers through a tailored marketing package designed to boost sales and maximise your business potential across our audience.

## Why join the Partner Connection Programme?

- Unlock access to over 36,000 BRCGS certificated sites, a unique list of industry professionals within the global industry.
- Position your brand alongside BRCGS, the trusted global leader in certification with a reputation for excellence.
- Unparalleled exposure with a global reach to showcase your products and services to a relevant audience.
- Build long-lasting relationships with new customers by creating meaningful connections that foster trust and loyalty over time.
- Enables you to target the right companies and markets, ensuring you maximise your marketing ROI and allocate your budget effectively.

**Join us at the forefront of the global food industry!**

“Mettler Toledo Product Inspection has been part of the BRCGS Partner Connection Programme for many years, and it remains a highly valuable investment for us. Through this collaboration, we’ve been able to execute impactful email campaigns, host engaging global webinars, and maximise our presence at BRCGS conferences worldwide. This successful collaboration reflects our shared commitment to advancing quality and safety standards. We look forward to further strengthening our relationship with BRCGS to better serve our customers on a global scale.”

**Mettler-Toledo Product Inspection Division**  
**United Kingdom**  
**Diamond Member**

## Your potential BRCGS audience



**60k**

**Mailable Contacts**

Database spanning nine  
BRCGS standards and 137 countries.  
Flexibility to segment by standard,  
category or country.



**200k**

**Monthly Website Visits**

From 35k users.

[www.brcgs.com](http://www.brcgs.com)



**4.5k**

**Publication Downloads**

**Monthly average**

across BRCGS Standards  
and guidance publications.

**91k**

**Social Media Followers**

**40% c-suite level decision makers.**  
Over 1.1 million impressions per year  
and total profile reach of over 550k.



**750**

**Average registrations per webinar.**



**42% average live attendance.**

Expect 300+ live participants  
per webinar.



**300+**

**Attendees at BRCGS conferences.**

**Average attendance at each event.**

Pre-show communication offers extensive  
multi-channel promotion.

Elevate your brand  
through association with a  
respected and trusted  
global leader in certification.

## Customer success: ROI in action

### Case Study 1

**A global business providing precision measurement services to the food and packaging industry.**

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#### **Combined result of two email sends (January and April 2025)**

Total BRCGS email opens – **32,716**

Product landing page views – **10,111**

Average time spent on page – **7-8 minutes**

E-messages generated – **1673**

New leads – **39**

New contacts – **1030**

### Case Study 2

**An established global certification body offering audit services for a range of BRCGS Standards.**

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#### **Results overview of one 12-month period as a direct result of PCP activities**

Investment – **£10,000**

Leads generated – **600**

Sales revenue generated – **£150,000**

CRC is a proud long-standing member of the Partner Connection Programme as it has consistently delivered true added value for many years. It supports us in bringing CRC maintenance solutions to the global market, and the credibility from brand association with BRCGS delivers trust with confidence to management teams and engineers throughout the industry. It provides us with a dedicated route to reach certificated sites so that we can build our contacts and develop new relationships. It's part of our commercial strategy.

**CRC Industries**  
**United Kingdom**  
**Diamond member**



**Increase your brand exposure with certificated sites globally or in your target markets.**

## Your success is our success

BRCGS invites applications from innovative and trusted suppliers across the industry. We exclusively work with forward-thinking businesses that provide first-class synergistic products and services relevant to the needs of BRCGS certificated sites.

This includes, but is not limited to:

- Certification bodies
- Quality control and testing services
- Consultants
- Food safety and hygiene solutions
- Food ingredient suppliers
- Equipment and machinery manufacturers
- Software vendors
- Private label and co-packing services
- Distribution and logistics companies
- Packaging suppliers

**BRCGS** | In Partnership with

Programme members enjoy exclusive rights to use the BRCGS Partner logo - a highly credible and globally recognised mark in the industry.

“APAVE joined the Partner Connection Programme to leverage global partnerships and enhance our visibility and positioning within the international food safety market. This is to help consolidate our reputation as a leading provider of risk management and compliance solutions. The primary value it brings to us is the strengthened industry relationships and enhanced credibility it provides, which are instrumental in driving our regional initiatives.”

**Apave Certification**  
**Ivory Coast**  
**Premier Member**

## Package options and pricing



|   | ELITE<br>£25,000  | DIAMOND<br>£15,000  | PREMIER<br>£5,500   | FOUNDATION<br>£2,000              |
|---|---|---|---|-----------------------------------|
| Discount on BRCGS events                  | 20%   | 15%   | 10%   | 5%                                |
| BRCGS website listing                     | ✓   | ✓   | ✓   | ✓                                 |
| Use of 'BRCGS Partner' logo               | ✓   | ✓   | ✓   | ✓                                 |
| Catalogue entry                           | ✓   | ✓   | ✓   | ✓                                 |
| Social media posting                      | ✓<br>2 posts on all BRCGS channels                                  | ✓<br>2 posts on all BRCGS channels  | ✓<br>1 post on all BRCGS channels                                   | ✓<br>1 post on all BRCGS channels |
| Email marketing                           | ✓<br>2 e-shots to BRCGS database                                    | ✓<br>2 e-shots to BRCGS database  | ✓<br>1 e-shot to BRCGS database                                     |                                   |
| Webinar/podcast                           | ✓<br>1 self-generated webinar or podcast promoted to BRCGS database | ✓<br>1 self-generated webinar or podcast promoted to BRCGS database                         | ✓<br>1 self-generated webinar or podcast promoted to BRCGS database |                                   |
| Advertising in digital BRCGS publications | ✓   | ✓<br>Half page advertisement in one digital guidance publication (excludes BRCGS Standards) |   |                                   |
| Advertising in digital BRCGS Standards    | ✓<br>1 full page advertisement in any digital BRCGS Standard        | ✓<br>1 full page advertisement in any digital BRCGS Standard                                |   |                                   |
| Logo on BRCGS homepage                    | ✓   |   |   |                                   |
| Banner advertising on BRCGS Store         | ✓   |   |   |                                   |
| Logo on BRCGS Participate homepage        | ✓   |   |   |                                   |

**Flexible options to reach a wide customer base or target a specific category or segment.**

## Let's continue the conversation...

If you are interested in reaching your target market through association with a trusted and highly respected global brand, then we would love to hear from you.

Get in touch with the BRCGS Team today to discuss your options.

**REGISTER INTEREST**

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