

Worcestershire  
**HEALTH &**  
**SOCIAL CARE**  
**AWARDS 2021**  
**SPONSORSHIP PACK**



**2021**  
VIRTUAL EVENT

# WHY HOLD THE WORCESTERSHIRE HEALTH & SOCIAL CARE AWARDS NOW?

**TOGETHER** we will continue to shine a light and to honour all those incredible health and care workers both at individual and team level, those that are at the heart of our communities.

We want to **CELEBRATE** all those that have risen to the challenge of the past few months, overcoming adversity, showing tremendous strength, courage, compassion, and tenacity.

We want to **SHARE** their Stories and create a permanent record of all those incredible achievements, showcasing both teams and individuals.

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**Following on from the resounding success of the 2020 Herefordshire Health & Social Care Awards, which was run by our sister publication Hereford Times, we will be launching the Worcestershire awards and hosting the ceremony virtually.**

- A high-quality video will be filmed, edited and delivered as a timed broadcast across the Worcester News, Malvern Gazette, Evesham Journal, Bromsgrove Advertiser, Redditch Advertiser and Kidderminster Shuttle Facebook pages, allowing sponsors, nominees and broadcast viewers to get involved by way of commenting, sharing and liking.
- Immediately following the initial broadcast, the video will be permanently hosted across the Worcester News, Malvern Gazette, Evesham Journal, Bromsgrove Advertiser, Redditch Advertiser and Kidderminster Shuttle Facebook pages allowing everybody the chance to re-visit and re-view, as well as being available for anyone who missed the initial broadcast.

**If you want to get a flavour of what the Health & Social Care Awards are all about, watch the video produced from the 2020 Herefordshire Event here [www.facebook.com/herefordtimes](https://www.facebook.com/herefordtimes)**

## Did you know?

The Herefordshire Health & Social Care Awards Broadcast 2020 received celebrity endorsement for every single category recognised. Celebrities such as Beverly Knight, Rebecca Adlington, Mr. Motivator and Ben Fogle appeared, not to mention the 2020 celebrity host Dr Hilary Jones

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# BENEFITS OF SPONSORSHIP

- Raise your company profile within the community, highlighting your support for the local community
- Increase and maintain awareness of your business through the various county brands in print, online and via social media
- Inform and educate potential new customers to your brand
- Complement existing advertising and communications strategies

This exposes your business to a wide cross-section of the community and affirms your brand values with valuable stakeholders in your business. The Worcestershire Health & Social Care Awards offers your company an opportunity to raise its profile with an established and trusted local media brand.

**Worcester News, Malvern Gazette,  
Evesham Journal, Bromsgrove  
Advertiser, Redditch Advertiser &  
Kidderminster Shuttle**

1.4 million monthly browsers

6 million page views

100k social media followers

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# DON'T JUST TAKE OUR WORD FOR IT...

## HERE ARE JUST SOME OF THE COMMENTS FROM PARTICIPANTS IN THE 2020 HEREFORDSHIRE HEALTH & SOCIAL CARE AWARDS

*'It was a very good night. I thought it was excellent. It really was remarkable the effort that was put in and the professionalism. It let in some real light in quite a difficult time. It was remarkable that the awards went ahead and were delivered in such a professional manner. It was nice to have some of those endorsements, and it did a great job recognising staff in the sector.'*

**Euan McPherson (winner and head of S4IL)**

*"Served its purpose well in raising the profile of care workers and recognising and celebrating the great work they do across the county in serving the community. I felt the video runs for just the right length of time to deliver what it needs to whilst keeping people's attention. In the absence of a black-tie event I'll definitely be supporting this again in 2021!"*

**Helen Gordon (finalist and sponsor)**

*"It was very well done. Lots of our staff were tuning in to watch but some of them were working, so they have been catching up by watching it later. When we won they were calling and Facetimeing. The awards were timed just right and I'm really glad they went ahead. Our clients and our staff really wanted to take part and nominate people as a sign of appreciation. I think it was really great."*

**Hattie Hayes (winner and sponsor)**

*"It was so lovely. It would have been the easy option to cancel the awards because of Covid, but care staff deserve to be recognised. As a carer it's made me feel extra special that it went ahead at such a tough time for everyone – and it was done beautifully – just right."*

**Amanda Merrett (Care Hero winner)**

### Did you know?

The Worcestershire Health & Social Care Awards video and post have...

- Reached over 20,000 newsfeeds on launch night....
- Received more than 3,200 post clicks....
- Received more than 680 reactions, comments and shares

The 2020 awards broadcast has now gone on to be viewed more than 30,000 times!





## CELEBRATING THIS YEAR....

### THE 2021 AWARDS CATEGORIES

#### The Health Care Team Award

We want to hear about teams working together to deliver improved patient care. They can be from any sector but must demonstrate impact, very strong team working, strong communication, and the ability to work across organisational boundaries.

#### The Care Hero Award

This award recognises that all our care workers in Worcestershire are heroes. Care workers make a difference to people's lives every day and this award celebrates that. Do you know a care worker who has worked hard to enable someone to live an independent, safe and fulfilled life? Have they helped to change someone's life for the better? It is these everyday stories about how our care workers make a difference (big or small) that the judges want to hear.

#### The Care Home Worker Award

This award recognises the contribution of an individual home care worker who strives to improve the delivery of care in the care home sector through developing ways to enhance nursing care. This person must demonstrate outstanding levels of commitment to care and put the person being cared for at the heart of what they do.

#### The Care Trainer Award

This award is for outstanding work in care training. The judges want to hear about how the training adapted to meet the needs of service, about the quality of service given and the effectiveness of new training.

#### The Health Care Employer Award

This award goes to the health care employer who can demonstrate strong commitment to employees without diminishing the care they provide. The winner will have a strong and loyal workforce, who feel valued and recognised for the contributions they make.

## Domiciliary Care Worker Award

This award is about celebrating the important work that the third sector and community teams do in health and care. Are you, or do you know someone who is; doing something new, something bold or different? Something new to you, new to the sector or a new way of tackling an age-old problem? Or do you know someone who just does what they do really, well?

## The Good Nurse Award

We are looking for a health care professional who demonstrates an innovative and caring approach to their work. This person must demonstrate outstanding levels of commitment to patient care and put the patient at the heart of what they do. Entrants can be from any health care profession, and can work anywhere, from community care to surgical theatres.

## Adolescent and Child Health Care Award

This award is open to an organisation, department and or individual carer/nurse/doctor/charity who specialises in the care and treatment of children and adolescents within Worcestershire. This can range from specialist paediatrics, mental health, social, emotional or behavioural support, along with those who offer assessments and intervention.

## The Dementia Carer Award

This award recognises the contribution of an individual care worker who strives to improve the delivery of care for those suffering with dementia. This person must demonstrate outstanding levels of commitment to care and put the person being cared for at the heart of what they do.

## The Palliative/End of Life Award

An award for an individual or team that recognises how choices made by the person being cared for and their family is central to the service and care that is delivered. This involves reflecting fully on what is important to the person at the end of their life. The judges will be looking for a carer or team who demonstrate what it takes to support clients and their families with care as well as psychological, social and spiritual support.

## The Mental Health Award

This award is open to a department or individual carer/nurse/doctor who specialises in the care and treatment of mental health in Worcestershire. Good mental health is now recognized as a vital component to good overall health and we would like to hear how the care and support in this sector has improved the lives of the individual and their families.

## GP Practice of the Year Award

We are looking for a GP practice in Worcestershire that stands out for the level of care they provide. Have you received great service? Has a doctor or practice nurse gone above or beyond the call of duty, or has the receptionist always greeted you with a smile and a friendly word? This award recognises the contribution of everyone in the GP practice in providing a good service to patients, where staff have gone the extra mile when treating you or someone you know.





# BE A SPONSOR

All of this year's sponsors benefit from weekly in-paper and online association branding during the awards period.

## 2021 SPONSORSHIP OPPORTUNITIES AVAILABLE

### Headline Sponsor

- An editorial profile published in the Awards winners supplement as well as the opportunity to submit as much supporting editorial as you wish throughout the Awards period to be published on the Awards dedicated page, hosted across all county news brands
- A full-page advert in both the Awards Short-list finalists and Awards Winners supplements
- 831,000 premium display impressions delivered across the news brands of your choice and associated Facebook pages during the Awards period.
- 150,000 co-branded Facebook impressions
- 60,000 website skin impressions
- 10 x full pages to be used across all county publications during awards period
- Multiple inclusion in the awards broadcast, through presentation of the Outstanding Contribution Award and a slot at the opening of the Awards broadcast (pre-recorded)
- Logo branding on all awards communications and PR.
- Most prominent branding on all entry forms and collateral
- Credit as associate partner on all pre-event editorial coverage
- Unlimited access to the live stream on the evening for members of staff and family members of those nominated
- Access to the live social wall on the night, including all posts and images
- Fixed branding remains on site post broadcast for those watching on demand
- Follow-up advertorial in our Midlands Living Magazine, also published online

**£10,000 +vat**

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## FURTHER SPONSORSHIP OPPORTUNITIES AVAILABLE

### Category Sponsor

#### Option A

- The opportunity to submit as much relevant editorial as desired for inclusion on the Awards dedicated page, hosted across all county news brands sites
- 4 x half page press releases to appear across publication of your choice
- Inclusion in the awards broadcast, with opinion to be filmed announcing your supported category winner
- Logo branding on all awards, communications and PR
- 315,000 premium display impressions delivered across the news brands of your choice and associated Facebook pages, during the awards period
- 40,000 co-branded Facebook impressions
- 4 x half page adverts appearing across the news brands of your choice, during the awards period

**£2,500 +vat**

#### Option B

- The opportunity to submit 2 x relevant editorial pieces for inclusion on the awards dedicated page, hosted across all country news brands sites
- 2 x half page press releases to appear across publication of your choice
- Inclusion in the awards broadcast, with the option to be filmed announcing your supported category winner
- Logo branding on all awards communications and PR
- 132,500 premium display impressions delivered across the news brands of your choice and associated Facebook
- 20,000 co-branded Facebook impressions
- 2 x half page adverts appearing across the news brands of your choice, during the awards period

**£1,500 +vat**

## GET INVOLVED

To get involved with the Worcestershire Health & Social Care Awards 2021 or to find out more information please contact:

Dale Godliman Sales Director  
01905 742372/ 07921 924249  
[dale.godliman@localiq.co.uk](mailto:dale.godliman@localiq.co.uk)

