

# SPONSORSHIP AND ADVERTISING OPPORTUNITIES



Royal College  
of Nursing

**NURSING AWARDS**

Brought to you by RCNi  
in partnership with



# CELEBRATING THE VERY BEST IN NURSING

The Royal College of Nursing is the world's largest nursing union and professional body, representing more than 465,000\* nurses, midwives, nursing students and nursing support workers in the UK.

The annual RCN Nursing Awards have been recognised as the highest accolade in the nursing industry. They celebrate the very best in nursing care, rewarding innovative nurse-led projects and inspiring nursing practice across the UK.

For over 35 years, the RCN Nursing Awards have been a fantastic opportunity

for companies to show support to the nursing community, build brand awareness and engage with the nursing profession.

The past two years have been an unprecedented time for healthcare professionals nationwide and we believe all nursing staff deserve recognition for going above and beyond in such difficult circumstances. We want the RCN Nursing Awards to be a platform to say thank you to the whole nursing community for the remarkable dedication and commitment shown by care staff each and every day.



Contact the team to discuss your options. Call today on 020 8872 3134 or email [awards@rcni.com](mailto:awards@rcni.com)

# WHY SPONSOR THE RCN NURSING AWARDS?

The awards give you a unique opportunity to network and engage with nurses at the forefront of patient care and show your company as an advocate of one of the UK's largest and well-respected professions.

Become part of the RCN Nursing Awards and benefit from:

- ★ **Networking** – You'll have the opportunity to network with finalists and eminent figures of the nursing community.
- ★ **Support** – Be recognised as an advocate for one of the nations most loved professions.
- ★ **Exposure** – Gain exposure amongst UK nurses with an extensive integrated marketing campaign.
- ★ **Targeted marketing** – Ensure your brand reaches your target audience by sponsoring a category within a specific field of nursing.
- ★ **Brand loyalty** – Develop brand loyalty by supporting one of the largest bodies of working professionals in the UK.

## PAST SPONSORS



# CATEGORIES

We offer the opportunity to sponsor a wide range of nursing specialisms. You can align your brand with a category, targeting a specific group of health professionals or by sponsoring a bespoke category.

## OUR 2022 CATEGORIES ARE:

Advanced nursing practice

Leadership

Nursing student

Child health

Learning disabilities nursing

Nursing support worker

Community and general practice

Mental health

Patient's choice

Innovations in your practice

Nursing older people

Team of the year

# SPONSORSHIP OPPORTUNITIES

Whether you want to target a dedicated area of nursing or have a broader reach, we offer an extensive range of opportunities to suit your business objectives, including headline sponsorship and category sponsorship.

Options are also available to help increase your brand awareness and engage with a majority female audience.

Sponsorship options can start from as little as £1,000 and a bespoke category sponsorship is £21,500.

Your brand will feature in print and digital marketing, along with articles and at conferences both before and after the awards ceremony, including RCNi Nursing Careers and Jobs Fairs.

We recommend that sponsorship packages are tailored based on your aims and objectives and we would be delighted to speak to you regarding your RCN Nursing Awards 2022 package.



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