



RCNi NURSE AWARDS

SPONSORSHIP OPPORTUNITIES

CELEBRATING EXCELLENCE IN NURSING CARE

RCNi
EVENTS

ABOUT THE AWARDS

The RCNi Nurse Awards are the most prestigious awards in the nursing industry and have been running for over 30 years.

Taking place annually at the Park Plaza, Westminster, the Awards celebrate the very best in nursing care, recognising and rewarding innovative nurse-led projects and influencing nursing practice across the UK.

Year on year, nurses work harder with fewer resources and cuts to budget, and yet continue to deliver exemplary care.

Our awards celebrate the hard work nurses put in, the care they give and the positive impact they have on patients and improving patient outcomes.

2017 was an incredible year for RCNi Nurse Awards with more than 700 nurses entering, 70 finalists and 15 winners. The winners were celebrated in a star-studded evening with more than 400 senior figures in nursing and healthcare attending the awards.

Have a look at the highlights from the night:



WHY SPONSOR?

Sponsorship of the RCNi Nurse Awards gives you the opportunity to engage with nurses who are making a real difference in patient care.

It's a chance to show your support for nurses who go the extra mile in leading innovative initiatives and changing lives.

Nurses continue to have more responsibilities in healthcare organisations and are increasingly involved in the design, monitoring and delivery of health care policy and practice.

Sponsoring the RCNi Nurse Awards puts your brand in front of these nurses. Sponsorship benefits include:

- **Exposure** – a seven-month marketing campaign in which your brand will be seen more than 52 million times – 4.2 million times by nursing professionals.

- **Target marketing** – ensure your brand reaches your target market by sponsoring a category in a specific field of nursing
- **Network** – develop relationships with proactive nurse innovators with access to entrants contact details
- **Reputation** – build credibility and trust through championing nurse-led excellence and innovation
- **Loyalty** – develop brand loyalty by supporting one of the largest bodies of working professionals in the UK
- **Support** – be recognised as an advocate of the UK's largest group of healthcare professionals

Our comprehensive marketing campaign will ensure your brand is seen more than 52 million times – 4.2 million times by nursing professionals.

The campaign will reach nurses through:

Activity	Total no. of views
Nursing Standard adverts	399,672
Specialist Journals adverts	12,778
Call for entry emails	1,050,000
Online advertising	1,696,775
E-alerts	1,001,000
Social media	85,380
PR editorial	48,000,000
TOTAL	52,245,605

Extensive editorial coverage will be placed in our journals: Nursing Standard, Cancer Nursing Practice, Emergency Nurse, Learning Disability Practice, Mental Health Practice, Nursing Children and Young People, Nursing Management, Nursing Older People, Primary Health Care and the RCN Bulletin.

In addition, we will also have coverage throughout the campaign on our flagship website, RCNi.com, with an audience reach of 35,000 per month.

AWARDS MARKETING

Our seven-month marketing campaign is set to be bigger and better this year, with Kate Garraway on board as the official Awards ambassador.

We are delighted to announce we have appointed Kate Garraway as our Awards ambassador. Kate is a presenter on Good Morning Britain and Smooth FM and has worked with RCNi on Nurse Awards in previous years. Her role is to promote the good work nurses do and raise the profile of the Nurse Awards across media outlets. This will include:

- Shadowing a nurse for the day. This will be filmed and sent to TV, newspapers, websites, radio and blog sites
- Involvement with announcing the finalists which will be filmed and sent to TV, newspapers, websites, radio and blog sites
- Interviews with national newspapers, lifestyle print and online and websites to promote the awards

- Activity on her twitter feed to help promote the awards

There will be a constant drumbeat of coverage in the months leading up to the awards, which will aim to promote key announcements. These include:

- National announcement of the Awards being open for entry
- Real-life case studies, profiling previous winning nurses
- Extended entry announcement
- Shortlist entry announcement
- Event and winners reveal

The expected volume of editorial articles is likely to equate to 100 pieces across the following mediums:

- National print & online
- Consumer lifestyle print & online

- Broadcast
- Blog and fan sites

A wealth of assets will be created for media placement, inclusive of video content and photography.

These assets will be used to secure further exposure and to also ensure we have a bank of content for placement across RCNi's owned channels, and sponsor channels.

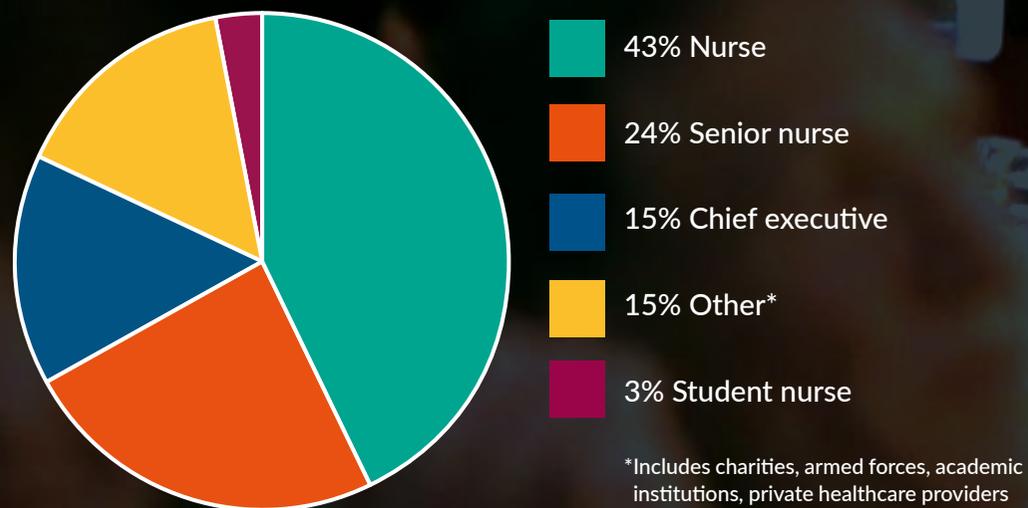
Our email campaigns are targeted based on nurses' specialist areas, which means you reach your target audience.

We also work closely with the Royal College of Nursing to promote the Awards through their regions and forums, which represent different specialties in nursing.

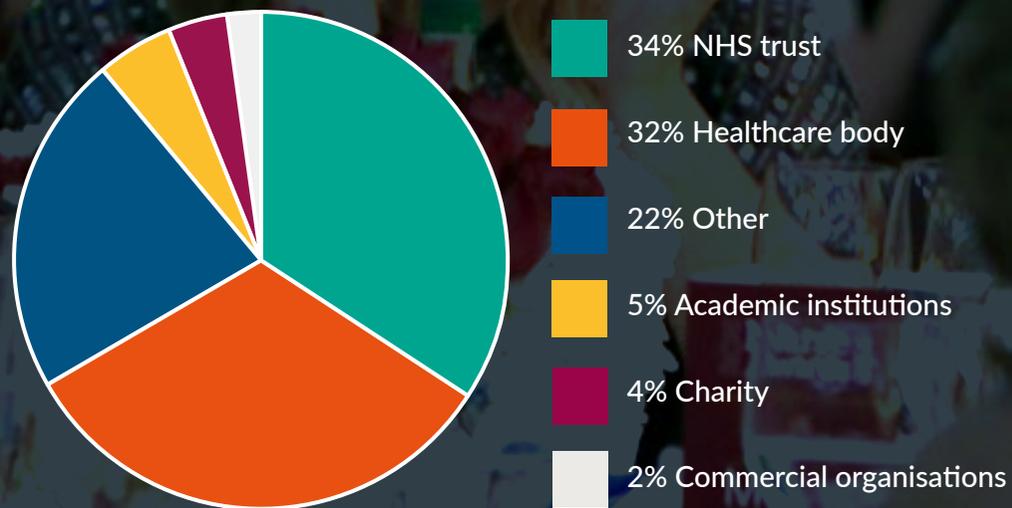
The marketing campaign continues after the Awards ceremony where we continue to celebrate the winners editorially across our journals, websites and network.

2017 AWARDS CEREMONY DEMOGRAPHICS

Attendee breakdown



Organisation breakdown



PREVIOUS SPONSORS

Previous sponsors found sponsoring the RCNi Nurse Awards beneficial in increasing their brand awareness and developing strategic relationships in the nursing profession.

The Awards also highlighted their organisation as an employer of choice. Here are some sponsors testimonials:

“Nursing older people is a core part of the business at Bupa. As a specialism, nursing older people is really under-sung and under-celebrated. By sponsoring the RCNi Nursing Older People Award and being associated with the RCNi Nurse Awards, we are able to showcase the excellent work that nurses do day in, day out, champion good practice and show our continued commitment to high-quality nursing care for older people.”

Richard Adams,
Chief Nursing Officer, Bupa

“As a provider of mental health care, Cygnet Healthcare decided to sponsor the RCNi Mental Health Practice Award to celebrate mental health nurses, to showcase their innovative work and the positive outcomes achieved for service users.”

Rosalyn Mloyi,
Reducing Restrictive Practice Lead, Cygnet Healthcare

“Sponsoring the RCNi Community Nurse Award gives us an ideal opportunity to engage and interact with nurses, raise the profile of the service we provide and become an employer of choice for nurses in the community in one of our Superdrug clinics.”

Michael Henry,
Healthcare Director, Superdrug

Category sponsorship starts from £12,500 for joint sponsorship and £20,000 for sole sponsorship.

We also have bespoke opportunities.

Contact a member of our Sponsorship Team on 020 8872 3118 or [email sales@rcni.com](mailto:sales@rcni.com) for further information.

[RCNi.com/nurse-awards](https://www.rcni.com/nurse-awards)

SPONSORSHIP CATEGORIES

With the opportunity of both sole and joint sponsorship, organisations can sponsor a wide range of categories.

Andrew Parker Student Nurse Award

Cancer Nursing Award

Child Health Award

Commitment to Carers Award

Community Nursing Award

Emergency Nursing Award

Excellence In Cancer Research Award

Healthcare Assistant Award

Innovations in your Specialty

Leadership Award

Learning Disability Nursing Award

Mental Health Nursing Award

Nursing Older People Award

Patient's Choice Award

Our Sponsorship Team can also create bespoke categories to align with organisations' areas of work.

CATEGORY SPONSORSHIP PACKAGE OVERVIEW

Pre-event marketing will be seen by 4.2 million nursing professionals

On the night sponsorship will put your organisation in front of 450 dedicated nursing professionals committed to improving healthcare.

Promotional activity:	Sole £20k	Joint £12.5k
PRE-EVENT		
Full page advert and banner in RCNi journal/website of choice	•	
Bespoke sponsored email to relevant nurses	•	
Branding on 'call for entry' adverts in Nursing Standard and relevant specialist journals	•	•
Branding on leaderboard banner on relevant journal	•	•
Sponsor-branded online article on RCNi.com	•	•
Branding on 'call for entry' emails and category specific emails sent to nurses working in specific clinical specialties	•	•
Presence on Nurse Awards website which includes logo and organisation profile	•	•
Acknowledgement of sponsor on press release and social media activity	•	•
Use of 'Sponsor of RCNi Nurse Awards 2018' logo	•	•
Involvement in shortlisting	•	•
Member of judging panel for your category	•	
Includes complimentary tickets to the awards ceremony	8	2
30% off additional tickets to the ceremony	•	•
Contact details of all category finalists*		•

* Subject to data protection

Promotional activity:	Sole £20k	Joint £12.5k
ON THE NIGHT		
Sponsor to present their category winner with Kate Garraway	•	•
Photo opportunity with category winner and Kate Garraway	•	•
Branding on trophy	•	•
Branding in stage presentation including category slides, sponsors loop and opening sequence	•	•
Presence in book of the night - logo and organisation profile	•	•
Complimentary tickets to VIP reception and ceremony	8	2
Branding on signage at judging, finalist briefing, VIP reception and awards	•	•

Promotional activity:	Sole £20k	Joint £12.5k
POST EVENT		
Branding and acknowledgement in category editorial (online and print) until April 2019	•	•
Acknowledgement in post-event press releases	•	•
Branding on the 'Awards Highlights of the Night' video	•	•
Branding on winner's banner advert on relevant specific journal website (5-19 July)	•	•
Photographs at the award ceremony	•	•
Contact details of all category entrants*	•	

* Subject to data protection

OTHER SPONSORSHIP OPPORTUNITIES

We offer a range of other sponsorship options as well as bespoke opportunities, which can be discussed with our sponsorship team

Advert in Book of the Night	£500
Drinks reception	£6,500
Branded wine charms	
Branded signage	
An acknowledgement during the reception	
Selfie station	£4,500
Prime placement of logo on selfie station background	

Twitter feed	£4,500
Branding on stage Twitter screen and on relay screens	
Table gift	£4,500
Branded gift of your choice for each guest displayed on the tables during the ceremony	
Menu	£1,500
Branding on the evening's menu	
Glitter Lips station	£4,500
Branding on station where nurses can get glitter make up	

Wifi and splash page	£5,000
Branded splash/landing page upon access to wi-fi	
Logo on signage advertising wi-fi details	
Finalists exhibition	£6,000
Listing in brochure	Opportunity to meet finalists
Logo on signage	3 seats at awards
Branding throughout the exhibition	
Branded area within exhibition	
A digital exhibition will present each finalists' project and how they have made a difference to patient outcomes	