



Royal College
of Nursing

NURSING AWARDS

Brought to you by RCNi



**Sponsorship and advertising
opportunities**

Celebrating the very best in nursing

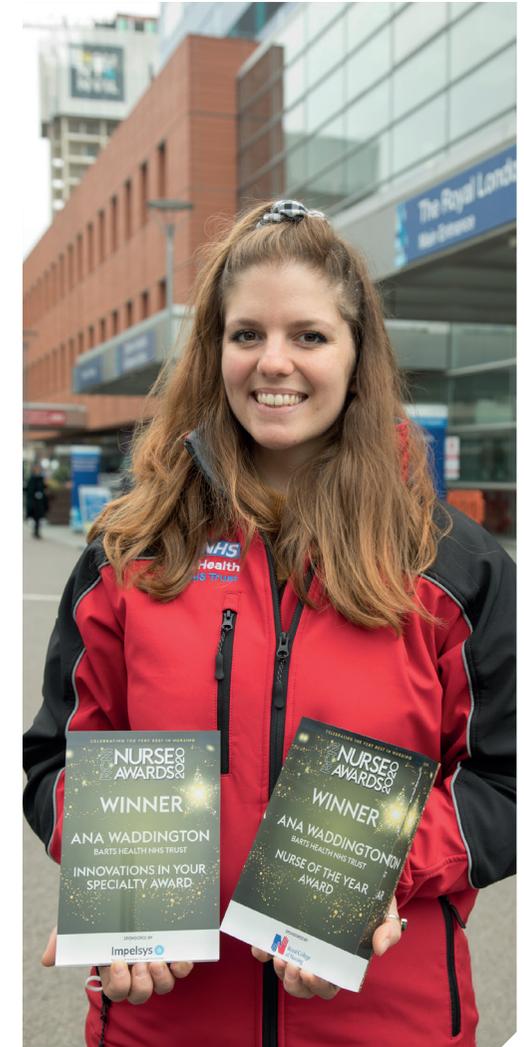
The Royal College of Nursing is the world's largest nursing union and professional body, representing more than 450,000 nurses, midwives, nursing students and nursing support workers in the UK.

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 last year has 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.



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.



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 2021 categories are:

Advanced nursing practitioner

Sponsored by the RCN

Innovations in your specialty

Sponsored by the NMC

Nursing student

Sponsored by TORC

Child health

Leadership

Sponsored by Cleveland Clinic

Nursing support worker

Sponsored by the RCN

Commitment to carers

Sponsored by NHS England
& NHS Improvement

Learning disability nursing

Outstanding contribution to infection prevention and control

Sponsored by INEOS

Community and general practice nursing

Sponsored by NHS England
& NHS Improvement

Mental health nursing

Patient's choice

Excellence in cancer research nursing

Sponsored by CRUK

Nursing older people

Team of the year

Sponsored by LV

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 £20,000.

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.

As a sponsor, you'll receive extended promotion after the 2021 awards have ended and up until the nominations open for the RCN Nursing Awards 2022. 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 2021 package.



Contact the team to discuss your options. Call today on 020 8872 3134 or email awards@rcni.com