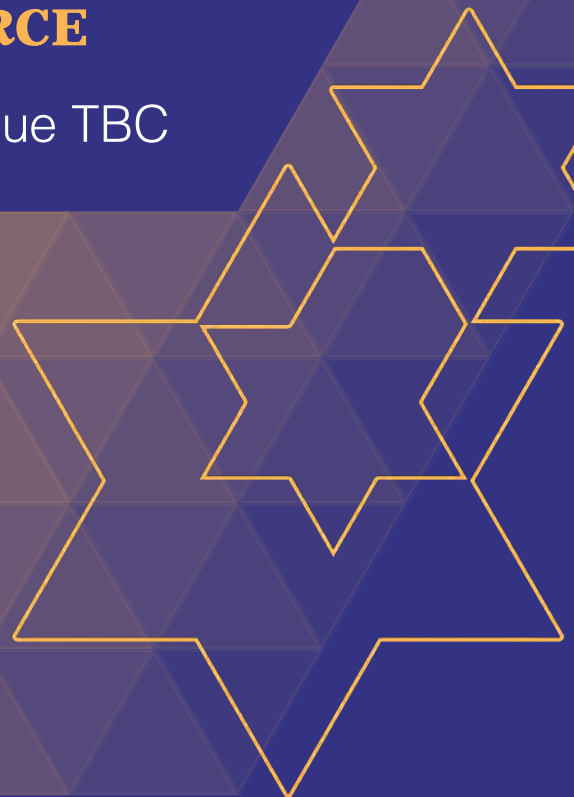




OUR HEALTH HEROES AWARDS

CELEBRATING THE UK'S
**WIDER HEALTH AND SOCIAL
CARE WORKFORCE**

June 2023 / London venue TBC



[Watch highlights from last year's ceremony](#)



@skillsforhealth / #OurHealthHeroes

Introduction

Organised by Skills for Health, the UK's Sector Skills Council for Health, Our Health Heroes is back for its seventh year to recognise and celebrate the thousands of individuals and teams working behind the scenes across the UK in the NHS and wider health and social care sector. Supported over the years by Health Education England, NHS England & Improvement, UNISON, Bevan Brittan and many more, the national awards scheme has captured the hearts and minds of hundreds of people who recognise the deserving nominees and winners who are championed at a prestigious awards ceremony held in London.

From porters and cleaners to receptionists, gardeners and security guards, these often unsung heroes make up roughly 40% of the NHS's million strong workforce.

Our Health Heroes Awards is a national celebration of their achievements and an opportunity to give thanks for the important role that they play in keeping the health service functioning.

Back for an exciting year of inspiring stories from the health sector's rising stars, this is your chance to get involved and say 'thank you' to our NHS workforce.

About Skills for Health

Skills for Health is a not-for-profit organisation that champions the healthcare workforce. As the Sector Skills Council for Health, we have collaborated with thousands of NHS and healthcare providers to develop solutions that improve skills, jobs, and roles to achieve better patient outcomes.

We launched Our Health Heroes Awards in 2016 to say 'thank you' to all those people we have been working with and to recognise the huge contribution they make.

“Today’s ceremony offers a brilliant way to recognise people from all parts of health and care, including those people who don’t always get the limelight that they deserve.”

Sajid Javid, then-Secretary of State for Health and Social Care, speaking at Our Health Heroes Awards ceremony in March 2022



In 2022, Our Health Heroes received:



500
Award
Nominations



5,500
Public Votes



8,000
Impressions and
2,200
Engagements
on Social Media



3m
Views across
Online, Print and
Broadcast Media



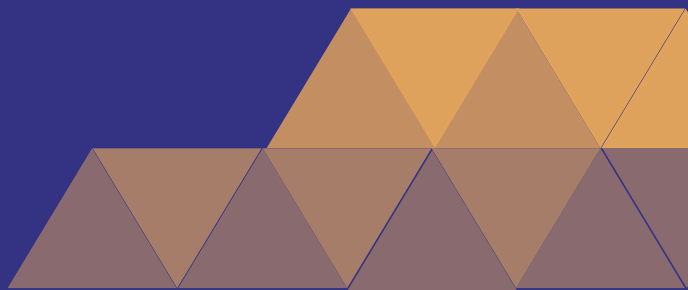
94
Pieces of Press
Coverage



1.1m
Impressions of the
#OurHealthHeroes
hashtag

“I love everything about this event.”

Michelle Wayt, Assistant Director, NHS Employers



Sponsor Benefits



1.

Show your thanks and support for the thousands of individuals and teams working behind the scenes in the NHS and wider healthcare sector.



2.

Promote your organisation and build your brand awareness whilst supporting an extremely worthy cause.



3.

Your branding on every touchpoint of our marketing campaign from the moment you sign up until after the awards ceremony in June 2023.



4.

Networking opportunities with senior NHS leaders, key decision makers and influencers from central government, unions and NHS England.



5.

End-to-end project management to ensure you maximise the value of your investment.

Key Dates - Timeline

January 2023

- Nominations begin
- Partner marketing with content focus on the category

April 2023

- Finalists announced with partner endorsements
- Voting commences for finalists
- Work with our PR and marketing team to maximise engagement
- VIPs invited and guest list confirmed

November 2022

- Partner announcements
- Website launch
- PR opportunities launch

March 2023

- Judging process concluded

June 2023

- Final PR and Social media activity
- Awards ceremony
- Follow-up and thank you to sponsors, winners, and guests



“To be recognised and celebrated is very humbling. We’ve all worked hard the last couple of years, but it is always nice to be recognised for the hard work you put in.”

Sharon Maywood, Peterborough City Hospital Nurse and Apprentice of the Year Winner



Award Category Sponsorship / £5,000

Sponsor a category that is aligned to your values and target audience.

Exclusive announcement when you sign-up to become a partner to our audience of over 54,000 healthcare professionals.

Your logo, profile, link to your website and option for a video on the Skills for Health website.

Dedicated category focus marketing campaign during the nomination window for your partnership & award.

Full branding package for the duration of the marketing campaign.

Branding on our visual displays at the awards ceremony venue.

Feature a representative of your choice in the official awards highlights video.

Join winners and VIPs on stage to present your category award and take photographs.

Personalised congratulatory email to all nominees, finalists and winners for your award category.

Work with our PR team on opportunities to share winners' stories in publications, on radio and TV.

Table of 4 at the awards ceremony including: welcome drinks, afternoon tea and drinks reception.

Option to add a branded gift to each winner's trophy box.

Your logo on your award category.

Option to upgrade – Add a branded gift to goodie bags, received by every attendee of the awards ceremony – additional £500 (gift not included).

Our Health Heroes 2023 categories are:



Clinical Support Worker of the Year



Operational Support Worker of the Year



Outstanding Lifetime Contribution to Healthcare



Apprentice of the Year



NHS Improvement through Digital Innovation



Dedication to a Lifelong Learning Culture



Equality, Diversity and Inclusion Champion



Best Integrated Care Workforce Programme



Best Health and Care Initiative by a UK Charity



Best Emergency Services Collaboration



Best Healthcare Initiative in a Community or Criminal Justice Setting

“By recognising those who are going above and beyond to implement wellbeing strategies that make a real difference to staff will hopefully inspire other organisations to get involved.”

Prerana Issar, Chief People Officer at NHS England and Improvement



Headline Sponsor



Health Education England

All benefits of being an award category sponsor plus:

A double-page profile in the Our Health Heroes Awards programme.

Work with our Marketing & Events team to develop Our Health Heroes to meet your needs.

SOLD

A dedicated webpage about your involvement on the Skills for Health website.

Table of 10 at the award ceremony including: welcome drinks, afternoon tea and drinks reception.

Guest speaking slot to announce the awards at the start of the event.

Co-branding on all awards.

Other Ways to Get Involved

Ceremony Table Sponsor - £5,500

- Host an entire table at the awards and bring your VIP guests to enjoy a day of entertainment and networking (10 tickets included)
- Branding and naming of the table
- Your logo, profile and link to your website on the Skills for Health website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme

Gift Bag Sponsor - £3,300

- Printed logo on the gift bags (bags provided by Skills for Health and distributed to all attendees)
- Inclusion of 1 x piece of marketing collateral within the gift bags
- Your logo, profile and link to your website on the Skills for Health website
- Branding on marketing communications, social media and within press releases
- Four tickets to attend the awards ceremony
- Half page profile in the awards ceremony programme

Digital Display Sponsor - £3,300

- Your branding shown on all digital displays throughout the event
- Your logo, profile and link to your website on the Skills for Health website
- Branding on marketing communications, social media and within press releases
- Four tickets to attend the awards ceremony
- Half page profile in the awards ceremony programme

Lanyard Sponsor - £3,300

- Printed logo on lanyards (lanyards provided by Skills for Health and distributed to all attendees)
- Your logo, profile and link to your website on the Skills for Health website
- Branding on marketing communications, social media and within press releases
- Four tickets to attend the awards ceremony
- Half page profile in the awards ceremony programme

Networking Reception Sponsor - £2,750

- Your branding and marketing collateral displayed in the reception area
- Your logo shown on digital displays throughout the drinks reception
- Your logo, profile and website link on the Skills for Health website
- Branding on marketing communications, social media and within press releases
- Two tickets to attend the awards ceremony
- Half page profile in the awards ceremony programme

Seat Drop Sponsor - £2,200

- Your marketing materials placed on every seat of the awards ceremony
- Your logo, profile and website link on the Skills for Health website
- Branding on marketing communications, social media and within press releases
- One ticket to attend the awards ceremony
- Half page profile in the awards ceremony programme

Programme Sponsor - £1,650

- Full page profile in the awards ceremony programme
- Your logo, profile and website link on the Skills for Health website
- Branding on marketing communications, social media and within press releases
- One ticket to attend the awards ceremony



OUR HEALTH
HEROES
AWARDS

Get in touch today to discuss partner opportunities

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