



Better Skills | Better Jobs | Better Health



# OUR HEALTH HEROES AWARDS

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

**16 April 2024 | Queen Elizabeth II Centre, London**

[skillsforhealth.org.uk/ohh](https://skillsforhealth.org.uk/ohh)



# Join us for Our Health Heroes 2024!

Now entering our eighth year, I am delighted to share our plans for Our Health Heroes 2024. The awards will once again take place at the Queen Elizabeth II Centre in central London, with views overlooking Westminster Abbey and Big Ben.

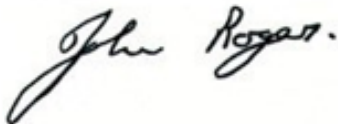
The essence of these awards is to give thanks and recognition to the thousands of operational and support staff across the UK that keep our healthcare system moving. These vital roles, which span everything from porters and cleaners to security guards and gardeners, help to keep our beloved healthcare system moving.

Delivered by Skills for Health, the UK's Sector Skills Council, the Our Health Heroes Awards shine a light on the achievements of the NHS and healthcare workforce across 11 unique categories.

On behalf of Skills for Health, I invite you to join us in celebrating these outstanding individuals and teams by supporting these awards as a sponsor.

We have a range of opportunities designed to help raise your profile within the sector, and by aligning your organisation with the awards, you can join us in publicly celebrating these unsung heroes.

We hope you can join us and offer your support.



John Rogers  
Chief Executive  
Skills for Health



**“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, Secretary of State for Health and Social Care, speaking at Our Health Heroes Awards 2022



# In 2023, Our Health Heroes received:



**350**  
Award  
Nominations



**6,200**  
Public Votes



**90,000**  
Impressions and  
**2,200**  
Engagements  
on Social Media



**1.4m**  
Views Across  
Online, Print and  
Broadcast Media



**63**  
Pieces of Press  
Coverage



**23,000**  
Website Visits

# Reasons to be involved

- Demonstrate your support for the thousands of individuals and teams working behind the scenes in the NHS and wider healthcare sector.
- Raise your profile by aligning your organisation with an extremely worthy cause.
- Grow your network with our audience of NHS leaders, key decision makers and influencers from central government, NHS England and independent healthcare.
- Get your brand seen by our audience of over 62,000 healthcare professionals.



## Key dates

### November 2023

- Partner announcements.
- Nominations begin.
- Website launch.
- PR opportunities launch.

### December 2023

- Nominations close.

### January 2024

- Judging takes place.

### February 2024

- Public vote takes place.

### March 2024

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

### April 2024

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

**“The event exceeded our expectations. It was an incredible celebration and we were made to feel extremely welcome and proud of our achievements. Thank you so much!”**

Vicki Beevers, Chief Executive Officer, The Sleep Charity  
Winner - Dedication to a Lifelong Learning Culture Award 2023



# 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 62,000 healthcare professionals.
- Dedicated category focus marketing campaign during the nomination window for your partnership and award.
- Full branding package during the awards marketing campaign.
- Your logo, profile, link to your website and option for a video on the Skills for Health website.
- Take part in judging your category and present the award at our ceremony.
- Your logo on the trophy and certificate presented to winners.
- Branding on our visual displays at the awards ceremony venue.
- Profile within the awards programme book.
- 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.
- Work with our PR team on opportunities to share winners' stories in publications, on radio and TV.
- Four tickets to attend the award ceremony including welcome drinks, afternoon tea, entertainment, and networking reception\*.

\*Four tickets per sponsored category. Option to purchase additional tickets if needed.

# Our Health Heroes 2024 Categories:



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 Healthcare Collaboration



Best Healthcare Support by a UK Charity



Best Healthcare Initiative in a Justice Setting



Healthcare Volunteer of the Year



**“These awards offer a great opportunity to show our appreciation for the truly incredible people whose contribution and dedication makes such a huge difference every day.”**

Daniel Mortimer, Chief Executive, NHS Employers  
Our Health Heroes 2023 sponsor



# Headline Sponsor

£10,000

All the benefits of being an award category sponsor plus:

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

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

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

**Sold**

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

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

# 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.

## 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.

## Gift Bags £2,500

---

- 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.

## Badges & Lanyards £1,500

---

- Your logo on all badges and 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 £2,750

---

- Your branding and marketing collateral displayed in the reception area.
- Your branding on decorations within the reception area.
- Option to have a stand within the networking area/branded table tops.
- 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 £2,000

---

- Your marketing materials placed on every seat at 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 £1,000

---

- Double page spread 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.

## Programme Book Advert

---

Congratulate your team members on their award nomination or raise your profile as a supporter of the sector.

- Full-page ad - £300
- Half-page ad - £150

If there is an advertising opportunity not listed above that you would like to discuss, please speak to a member of our team at [ohhwards@skillsforhealth.org.uk](mailto:ohhwards@skillsforhealth.org.uk).



Better  
**Skills**

Better  
**Jobs**

Better  
**Health**


# About Skills for Health

Skills for Health is a not-for-profit organisation and the Sector Skills Council for Healthcare. Born out the NHS, we collaborate with thousands of 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.

 [skillsforhealth.org.uk/ohh](https://skillsforhealth.org.uk/ohh)

 [ohhwards@skillsforhealth.org.uk](mailto:ohhwards@skillsforhealth.org.uk)

 [020 3074 1259](tel:02030741259)

 @SkillsforHealth

 [skills-for-health](https://www.linkedin.com/company/skills-for-health)

**Our sponsors:**

