



Northumberland,
Tyne and Wear
NHS Foundation Trust

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Tenth annual Staff excellence awards 2019

Sponsorship prospectus



Sponsorship prospectus

The Northumberland, Tyne and Wear NHS Foundation Trust staff excellence awards will take place at Newcastle Civic Centre on the evening of Friday 8 March 2019.

Now in its tenth year, the awards give us the opportunity to publicly recognise and celebrate the achievements of our 6,000 staff.

The awards gala will see almost 400 people gather to celebrate the achievements of staff at one of the largest mental health and disabilities care providers in the UK.

Corporate sponsorship of the event is available through a number of different packages, ranging in price from £850 to £4,500. Sponsorship packages can be tailored to suit individual needs and budgets.

How to reserve your package

To reserve your package or discuss your requirements, please contact Adele Joicey, Communications Lead at Northumberland, Tyne and Wear NHS Foundation Trust, on adele.joicey@ntw.nhs.uk or on 0191 245 6874.

Once a package is agreed a booking form will be sent out for signature. An invoice will be issued on receipt of the signed booking form and payment is to be received within 30 days from the date of the invoice.

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Introduction

Thank you for taking the time to read our 2019 sponsorship prospectus. The awards mean a huge amount to our staff and the contribution made by sponsors is essential in ensuring the awards reflect the value we place on our workforce.

Sponsorship support enables us, in these challenging economic times, to focus resources in support of our services and patients, while allowing us to rightly recognise the professionalism and dedication of our staff.



The awards celebrate the very best of Northumberland, Tyne and Wear NHS Foundation Trust and are very much appreciated by our staff. With your support we are able to publicly acknowledge the achievements of our staff, who make a difference to the lives of those who need our support.

As well as providing an opportunity to honour our staff, such events also provide an unparalleled networking opportunity in which we can chat informally about important issues and share ideas.

I would like to thank you, sincerely, for your help in making this event such a memorable one for all those at our organisation.

Being able to thank those who often go unsung is one of the most humbling aspects of my role as chief executive. I hope you can join me on the night to help us celebrate our wonderful staff and the work they do.

A handwritten signature in black ink that reads "John Lawlor". The signature is written in a cursive, flowing style.

John Lawlor
Chief Executive

Prestige sponsor (1 available) - £4,500

A single prestige main sponsor will be selected for this year's awards, with their contribution recognised at the highest level. All external PR and marketing relating to the awards will include quotes from the sponsor as will all news content on the Trust's website and social media accounts.

- VIP table seating for six company representatives
- Inclusion in the Chair's speech
- The sponsor's logo will be prominent and animated on the awards stage
- Prominent mention with sponsor's quotes in all press releases
- Promotional material including souvenir brochure

A single sponsorship package is available at this level.

Reception sponsor (4 available) - £1,450

A drinks reception is being hosted at the Newcastle Civic Centre immediately prior to the awards dinner, presentations and dance and is an integral part of the gala evening.

The less formal event allows guests to chat with colleagues and friends before the main business of the night begins.

- VIP table seating for two company representatives
- Company logo inside the award programme
- Promotional material prominently displayed at the drinks reception including a dedicated banner stand
- Inclusion in the welcome speech

Four sponsorship packages are available at this level.

Award sponsor (19 available) - £850

A total of 21 awards will be presented, of which 19 are available as sponsorship packages, excluding personal presentations from the Chairman and the Chief Executive.

- VIP table seating for two company representatives
- Company logo inside the award programme and included in the awards slides when winners are announced

The 2019 award categories are as follows:

- Rising Star Award
- Behind the Scenes Award – Individual (two awards: NTW and NTW Solutions)
- Behind the Scenes Award – Team (two awards: NTW and NTW Solutions)
- Clinical Team of the Year (three awards: north, central and south localities)
- Clinician of the Year (three awards: north, central and south localities)
- Healthcare Worker of the Year
- Knowledge, Safety and Innovation
- Working Together
- Leadership Award (not dependent on role or seniority)
- Manager of the Year
- Unsung Hero
- Lifetime Achievement Award
- Impact Award (for people not employed by NTW)

19 sponsorship packages are available at this level.

