The BJN Awards:

Exclusive Award Category Sponsorship

The BJN Awards are designed to recognise, highlight and reward excellence, innovation, best practice and leadership in care. Presented in association with the BJN and our partners in the leading UK nursing societies, exclusively sponsoring a BJN award category will enable you to align with this same ethos. This will present and position you as a true market leader in the provision of innovative products/services, best practice and care.

The full sponsorship campaign will include:

Before...

- **Advertising & marketing:** An extensive and comprehensive campaign of bespoke print and digital promotional advertising, continuously running through the BJN and also across all other related specialist MA Healthcare platforms, exposing your associated branding and exclusive support of the awards and your dedicated category. This facilitates significant and targeted positive brand awareness and engagement to you current and future key customers, and includes:
    - Bespoke full page print adverts
    - Bespoke double page print adverts
    - Bespoke online banner and MPU adverts
    - Bespoke emails
- **BJN Awards website:** You will be listed as a dedicated sponsor on the dedicated BJN Awards website, including your logo and company biography.
- **Bespoke entry forms:** You will be supplied with bespoke, branded entry forms for your marketing and sales teams to distribute to your customers and clients, nominating them for entry. This will facilitate the most unique and exclusive level of goodwill within the market.
- **Awareness:** The BJN and all of our partner nursing societies and associations will also all work with you by distributing these entry forms through all of our extensive networks, publications and events, and to the wider nursing community as a whole.
- **KOL development & rep engagement:** You will have the opportunity to be directly involved in the proactive nomination process, where we will work with you to ensure that the KOLs in this market are put forward for nomination. This will enable you to further build and establish these key strategic relationships.
- **Logo:** Use of a dedicated "proud sponsor of the British Journal of Nursing Awards" logo.

During...

- **Branding & exposure:** Your logo and branding will be present on all signage and materials on the night, including the drinks reception, menus, place names and tables.
- **On stage:** Complete branding across the stage setting and on the big screens.
- **Tickets:** You will have x2 large tables accommodating a total of 20 guests. You will also share your tables with your category judges and the shortlisted finalists - the cream of the crop in the market! This again enables you to communicate and network with your key customers, sharing directly in their big moment and in their celebrations.
- **Presenting:** You will also be given the opportunity to exclusively present and announce your award winner on stage, with photos.

After...

- **Further branding & advertising:** You will also have a full page advertisement within the official *BJN Award Winners Supplement* alongside the interview write-up with your category winner. This bespoke document will be distributed to the UK nursing community through the BJN, and we will also print copies for your marketing and sales teams to use – it is an excellent resource to follow up on the leads and momentum generated throughout the process of your sponsorship campaign.
- **Press releases & media:** National and local press releases will also acknowledge your sponsorship and association with these prestigious awards and with your dedicated category.
- **Write-ups:** Each of the individual finalists will all also be published in the BJN throughout the year, and acknowledged within these write-ups from your category will once again be your exclusive branding as the official sponsor.

The total all-encompassing cost for everything outlined in the above is just £15,000.

Being an integral part of these prestigious awards will not only significantly enhance and grow your profile with this key audience, but it will also facilitate the most extensive corporate and brand awareness in the market. It will also enable you to enhance and develop the most positive and lasting relationships with the KOLs in the field.