



CELEBRATING THE CHAMPIONS OF OUR  
**UK HEALTHCARE WORKFORCE**

**24th March 2022** / Science Museum, London



[Watch Previous Highlights](#)



@skillsforhealth / #OurHealthHeroes

# Introduction

Organised by Skills for Health, the UK's Sector Skills Council, Our Health Heroes is back for its sixth consecutive year to recognise and celebrate the thousands of individuals and teams working behind the scenes in the UK in the NHS and wider healthcare 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.

The last 18-months have proven how vital a role individuals play in keeping the public safe and well, and Our Health Heroes goes even further by congratulating those in the 350+ NHS roles you never knew existed.

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

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## 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.

“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



# Sponsor Benefits

A decorative graphic consisting of a large triangle divided into four smaller triangles, with each of these further divided into four even smaller triangles, creating a total of 16 small triangles. The triangles are outlined in a light orange color.

**1.**

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

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**2.**

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

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**3.**

Your branding on every touchpoint of our marketing campaign from the moment you sign up till March 2022.

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**4.**

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

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**5.**

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

# Key Dates - Timeline

## September / October 2021

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

## January 2022

- Finalists announced with partner endorsements
- Voting commences for finalists
- Work with our PR and marketing team to maximize engagement
- VIP's invited and your guest list confirmed



## September 2021

- Partner announcements
- Website launch
- Launch PR opportunities

## November 2021

- Prestigious judging panel networking breakfast
- Judging completed

## March 2022

- Final PR and Social Media activity
- **Ceremony:** 24th March
- Follow-up and thank you to sponsors, winners, and guests

“The ceremony was lovely and it was nice to hear such appreciation for the Health service.”

Eileen McCullough, Clinical Support Worker Bronze Winner



# Award Category Sponsorship / £4,500

**Sponsor a category of your choice aligned to your values and campaign objectives reaching your 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 Our Health Heroes website.

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

Prestigious judging panel networking breakfast event with NHS bodies and experts.

Full branding package during the 7-month long 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 VIP's on stage to present your 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 award ceremony including: welcome drinks, afternoon tea and drinks reception.

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

Your logo on the award of your 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 2022 Categories Are:



Inspirational Clinical Support Worker of the Year



Exceptional NHS Operational Support Worker of the Year



Outstanding Lifetime Contribution to Healthcare



Breakthrough Apprentice of the Year



NHS Improvement through Digital Innovation



Dedication to a Lifelong Learning Culture



Most Promising OD & People Programme



Most Progressive Integrated Care Workforce Programme



Most Inspired Health and Care Support by a UK Charity



Best Emergency Services Collaboration



Best Healthcare Initiative in a Community or Criminal Justice Setting

If you would like to create your own exclusive category, aligned to your goals, get in touch.

“Thank you so much for everything you’ve done to share our story and for all of your support on this, and well done on the Awards Ceremony!”

Lydia Stott, Comms Lead Northampton General Hospital – Health & Wellbeing Team of the Year Winner



# Headline Sponsor / £10,000

## All benefits of being an award category sponsor plus:

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

Headline sponsor of the prestigious judging panel networking breakfast event.

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.

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

# Other Ways to Get Involved

## Ceremony Table Sponsor

- £5,000 per table

- 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 Our Health Heroes website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme

## Lanyard Sponsor - £3,000

- 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 Our Health Heroes 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

## Gift Bag Sponsor - £3,000

- 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 Our Health Heroes 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

## Digital Display Sponsor - £3,000

- Your branding shown on all digital displays throughout the event
- Your logo, profile and link to your website on the Our Health Heroes 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

## Networking Reception Sponsor - £2,500

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

## Seat Drop Sponsor - £2,000

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- We will place your marketing materials on every seat of the awards ceremony
- Your logo, profile and link to your website on the Our Health Heroes 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 - £1,500

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- Full page profile in the awards ceremony programme
- Your logo, profile and link to your website on the Our Health Heroes 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 your opportunities**

Charlotte Alderson   [charlotte.alderson@wdtrust.org.uk](mailto:charlotte.alderson@wdtrust.org.uk)   0117 922 1155

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Skills for Health - [skillsforhealth.org.uk/ohh](https://skillsforhealth.org.uk/ohh)

**tel:** 0207 388 8800 | **email:** [contactus@skillsforhealth.org.uk](mailto:contactus@skillsforhealth.org.uk)