

Skills for  
Health



# OUR HEALTH HEROES

**10 YEARS CELEBRATING THE UK'S HEALTHCARE  
WORKFORCE**

**17 June 2026 | Queen Elizabeth II Centre, London  
11:00-17:00**

**[skillsforhealth.org.uk/awards](https://skillsforhealth.org.uk/awards)**

# Celebrating a decade of dedication: Our Health Heroes 2026!

As we mark the tenth year of the Our Health Heroes Awards, I'm proud to unveil our plans for the 2026 celebrations.

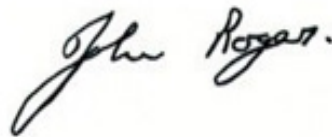
This milestone event will once again take place at the iconic Queen Elizabeth II Centre in central London, offering a stunning backdrop to honour the unsung heroes of our healthcare system.

At the heart of these awards is a powerful mission: to recognise and thank the thousands of operational and support staff who keep our healthcare services running day in, day out. From healthcare assistants and lab technicians to porters, cleaners and security teams, these individuals form the backbone of our NHS and wider healthcare sector.

Organised by Skills for Health, the UK's Sector Skills Council for Healthcare, the awards span 10 unique categories and shine a spotlight on the extraordinary contributions of individuals and teams across the country.

As we celebrate this landmark year, we invite you to join us in supporting and recognising the healthcare workforce by becoming a sponsor. Our sponsorship packages offer a meaningful way to align your organisation with a cause that truly matters.

Let's come together to celebrate a decade of dedication and help make Our Health Heroes 2026 the most impactful yet.



John Rogers  
Chief Executive  
Skills for Health







“

**Excellent event and a wonderful day to celebrate the achievements of some of our unsung heroes.”**

Our Health Heroes 2025 attendee

# In 2025, Our Health Heroes received:



**300 +**  
nominees from 220+  
healthcare organisations



over  
**180,000**  
impressions and  
**1,300**  
engagements on social media



**31**  
pieces of press coverage  
including MSN and Yahoo  
News



over  
**220**  
healthcare organisations  
represented



over  
**1 million**  
views across online,  
print and broadcast media



**10,000**  
website visits

# Reasons to be involved

- **Demonstrate your support:** Show your commitment to the thousands of individuals and teams working tirelessly behind the scenes in the NHS and wider healthcare sector.
- **Raise your profile:** Align your organisation with an extremely worthy cause, enhancing your reputation and visibility.
- **Grow your network:** Connect with NHS leaders, key decision-makers, and influencers from central government, the Department of Health and Social Care and independent healthcare.
- **Increase brand visibility:** Get your brand seen by our audience of over 67,000 healthcare professionals.
- **Boost employee morale:** Engage your employees by involving them in a cause that celebrates the dedication and hard work of healthcare professionals.
- **Exclusive media coverage:** Gain access to exclusive media opportunities and coverage, increasing your brand's visibility and reputation.

# Key dates

## January 2026

- Partner announcements
- Nominations begin
- Website launch

## February 2026

- Nominations close

## March 2026

- Judging takes place

## May 2026

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

## June 2026

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





**I have been to a number of award events and this was by far my favourite.”**

Karen Anderson, Head of Children's Services, The Dudley Group NHS Trust



# Award Category Sponsorship

£5,000

- Sponsor a category that resonates with your brand and target audience.
- Gain immediate exposure with an exclusive announcement to our audience of over 67,000 healthcare professionals.
- Category dedicated marketing during the nomination window, highlighting your partnership and award.
- Inclusion of your branding throughout the awards marketing campaign.
- Feature your logo, profile, website link, and an optional video on the Skills for Health website.
- Participate in judging your category and present the awards at our prestigious ceremony.
- Have your logo displayed prominently on the trophy and certificate presented to winners.
- Showcase your brand on visual displays at the awards ceremony venue.
- Receive a dedicated profile in the awards programme book.
- Collaborate with our PR team to share winners' stories in publications, on radio, and TV.
- Enjoy four tickets to the awards ceremony, including welcome drinks and snacks, lunch, entertainment, and a networking reception\*.

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



# Our Health Heroes 2026 categories:



Apprentice of the Year



Best Healthcare Collaboration



Clinical Support Worker of the Year



Dedication to a Lifelong Learning Culture



Equality, Diversity and Inclusion Champion



Healthcare Volunteer of the Year



Digital Innovation



Operational Support Worker of the Year



Outstanding Lifetime Contribution to Healthcare



Healthcare Manager of the Year



# Headline Sponsor £10,000

All the benefits of being an award category sponsor plus:



A guest speaking slot at the awards ceremony



The option of your brand's holding slides or promotional video to be displayed during the ceremony lunch break.



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



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



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



# 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 Sponsorship Package

**£3,000**

- Create a thought-leadership article or blog in collaboration with Skills for Health, showcasing your expertise and values to our audience.
- Dedicated posts across Skills for Health's social channels highlighting your involvement.
- Targeted email campaign sent to our database of healthcare professionals, increasing direct visibility.
- Your logo on Skills for Health's website and on screens during the ceremony.
- Four tickets to attend the awards ceremony.
- Half a page profile in the ceremony programme.

## Display Sponsor

**£3,300**

- Your branding shown on all 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.

## 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 and 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.

## Programme Sponsor

**£2,000**

- 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.

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

All prices listed are exclusive of VAT.

All our award sponsorship packages are available with a multi-year discount. Speak to a member of the team to discuss multi-year discounts.

## 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 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





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 of 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/awards](https://skillsforhealth.org.uk/awards)

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

 [0117 922 1155](tel:01179221155)

 @SkillsforHealth

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