



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

# ACHIEVEMENT AWARDS 2018

BETSI CADWALADR UNIVERSITY HEALTH BOARD



SPONSORSHIP BROCHURE | 2018



The Betsi Cadwaladr University Health Board Achievement Awards celebrate the commitment, dedication and outstanding care demonstrated by doctors, nurses, medical professionals, support staff and volunteers across North Wales.

On Friday 9th November 2018, we will be celebrating our staff's outstanding dedication to caring for people across North Wales. More than 500 of our fantastic nurses, doctors, therapists, clerical and support staff will help us recognise the very best of our 17,000 staff members.

All NHS staff across North Wales are invited to nominate colleagues who have delivered outstanding care, showed incredible compassion and gone above-and-beyond to make a difference.

Eleven separate categories will celebrate the efforts and achievements of individuals, teams and departments from across North Wales. We received more than 170 individual nominations for last year's awards, a 50 per cent increase on the previous year, and expect an even bigger response this year.

Nominations will be whittled down to three finalists for 10 of the awards, all of whom will be invited to join in the celebrations on the night.

New for this year is our Seren Betsi Star of the Year – a special celebration of staff achievement throughout the year. Every month a member of staff is awarded a special Seren Betsi Star award, where our staff & patients nominate colleagues or teams who have excelled in their everyday work. At this year's awards, we'll be offering the North Wales public an opportunity to vote for their Star of the Year, further celebrating the often unsung heroes from across the Health Board.

The event will take place at Venue Cymru, Llandudno and host 500 shortlisted nominees and guests. As well as the awards ceremony there will be a three course dinner, plus live entertainment.

We want you to join us for this unique and exciting NHS event which will provide fantastic brand and CSR opportunities for your business.





# OUR 2018 AWARDS CATEGORIES

Welsh Language Award

Advancing Equality Award

Team of the Year Award

Improving Patient Experience Award

Outstanding Voluntary Contribution Award

Excellence in Leadership Award

Working in Partnership Award

New Ways of Working Award

Clinical Teacher of the Year Award

The Jilly Wilcox-Jones Award  
(Individual Mental Health nurse award)

Seren Betsi Star of the Year Award





# Awards night sponsorship opportunities

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*Our big night celebrating the outstanding efforts of our staff present a great marketing opportunity for our event's sponsors.*

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- We have more than 17,000 staff who receive regular communication through our corporate channels. Sponsorship of our staff awards would see your company name featured in all communications with our workforce across North Wales, including email, intranet and e-newsletter
- Feature placement on our internal staff intranet page alongside information on the awards
- A name-check in a wide-ranging programme of press releases which will be issued in the run-up to the night celebrating award nominees
- Opportunity to feature on our social media channels both in the run-up to the awards and on the night. We have more than 11,500 Facebook likes and close to 9,000 Twitter followers, and have strong engagement with our audience on both channels - including a significant spike in engagement around our awards ceremony
- Positive association with the NHS, regarded as one of the UK's strongest, most trusted brands, Betsi Cadwaladr University Health Board, the largest single employer in North Wales, and Awyr Las, the North Wales NHS charity
- Inclusion on videos of the awards ceremony to be shown post-event on our social media channels and website
- Branding featured on selfie-frames produced for staff to share on social media on the night
- Opportunity to present awards to our winners
- A proportion of your sponsorship will support Awyr Las' priority grant schemes, helping support mental health projects in the community and dementia care programmes in hospitals across North Wales

# Principal Sponsorship

RESERVED FOR ONE EXCLUSIVE SPONSOR

£5000 +VAT

## SPONSORSHIP ACKNOWLEDGEMENT

- Named sponsor for the BCUHB Achievement Awards 2018 i.e. BCUHB Achievement Awards 2018 sponsored by *your organisation*
- Recognition as Principal Sponsor of the BCUHB Achievement Awards 2018 in all related media, print and advertising material, on the BCUHB website events page, and verbal acknowledgment announced throughout the awards evening

## EVENING PROMOTION

- Opportunity for a representative from your business to host an introductory speech to the evening's awards and promote company involvement in the awards
- Demonstration or display opportunities during the awards evening featuring your corporate branding
- All press releases concerning the Achievement Awards 2018 will include recognition of the awards' Principal Sponsor
- Photo and video call with award winners, and use of professional photography supplied after the award for your own marketing purposes

## HOSPITALITY OPPORTUNITY

- Up to 10 complimentary seats for clients, staff or other key stakeholders to attend the BCUHB Achievement Awards 2018 as your guests
- Invitation to pre-awards sponsor's reception hosted by our Chair and Chief Executive





# Award Category Sponsorship

RESERVED FOR A MAXIMUM OF ELEVEN INDIVIDUAL SPONSORS

£1000<sub>+VAT</sub>

## SPONSORSHIP ACKNOWLEDGEMENT

- Named Sponsor for one of the eleven awards at the BCUHB Achievement Awards 2018, for example BCUHB Clinical Teacher of the Year Award, sponsored by *your organisation*
- Recognition as Sponsor of your chosen award in all related media, print and advertising material, on the BCUHB website events page and verbal acknowledgment announced throughout the awards evening

## EVENING PROMOTION

- Opportunity to present your award to its winner
- Demonstration or display opportunities during the awards evening featuring your corporate branding
- All press releases concerning your chosen award will include recognition of your support
- Photo and video call with award winners, and use of professional photography supplied after the awards for your own marketing purposes

## HOSPITALITY OPPORTUNITY

- Up to four complimentary seats for clients, company staff or other key stakeholders to attend the BCUHB Achievement Awards 2018 as your guests
- Invitation to pre-awards sponsor's reception hosted by our Chair and Chief Executive



# Table Sponsorship

RESERVED FOR A MAXIMUM OF  
THIRTY INDIVIDUAL SPONSORS

£700<sub>+VAT</sub>

## SPONSORSHIP ACKNOWLEDGEMENT

- Named Sponsor for one of the tables of ten guests at our staff awards
- Acknowledgement of support of the awards as part of event coverage in print and advertising material, on the BCUHB website events page and official verbal acknowledgment announced throughout the awards evening
- Inclusion in sponsor's roll of honour played before start of awards ceremony

## EVENING PROMOTION

- Demonstration or display opportunities during the awards evening featuring your corporate branding
- Access to professional photography supplied after the awards for your own marketing purposes as well as opportunity to capture your support of the evening

## HOSPITALITY OPPORTUNITY

- Two complimentary seats for clients, company staff or other key stakeholders to attend the BCUHB Achievement Awards 2018 as your guests
- Invitation to pre-awards sponsor's reception hosted by our Chair and Chief Executive





# Social media Highlights

2017 AWARDS



Twitter

New likes: 406

Retweets: 138

Impressions: 52,157

Engagement: 2.2%



Facebook

Talking about: 945

Reach: 26,062 users

Engagement: 4,938





"Thank you both for hosting such a successful evening. The Event was a very memorable and enjoyable evening for all those who attended. Both ourselves and our guests from Glan Clwyd Hospital IT Team thoroughly enjoyed the evening. Congratulations to your team for a very well organised and successful evening for all concerned."

- Jo-anne Garvie  
Secure IT Environments Limited

"I'm delighted that the event was a resounded success and everyone had a wonderful time. We're extremely proud to have sponsored the Clinical Teacher of the Year award, and it was wonderful to celebrate the outstanding success and achievement of NHS staff in North Wales."

- Jo Rycroft-Malone  
Bangor University

"We were delighted to have the opportunity to sponsor the Health Board's Excellence in Leadership award. All three of the shortlisted nominees are fantastic examples of truly inspirational leadership, and Dr Campbell Edmonson was a worthy winner for their work."

- Margaret MacRury  
Rowlands Pharmacy

"Centerprise is proud to have been the main sponsor of Betsi Cadwaladr University Health Board's 2017 Achievement Awards. It was a great night celebrating the efforts and hard work of the staff of BCUHB."

-Rob Sainsbury  
Centerprise International Ltd

"I am delighted that the event was a resounding success and everyone had a wonderful time."

-Delyth Davies  
RL Davies Construction Ltd

"I had a table of guests from Caniad at the staff awards all of whom had lived experience of mental health services. All of them had an amazing time and wanted me to pass on their sincere thanks for a great evening. One of the carers, who had previously worked in hospitality as an event coordinator could not believe that the event had not been organised through a professional events company and it was Health Board staff that had done it. Thank you again to you and the team for all your hard work."

- Lesley Singleton  
Strategy & Partnerships, Mental Health





# Thank you

We look forward to developing a partnership which meets your business objectives and demonstrates your support of the NHS in North Wales.

On behalf of everyone within the Health Board and the patients we proudly care for, thank you for taking the time to consider helping to celebrate the outstanding care NHS staff deliver every day across North Wales.





**Awyr Las  
Blue Sky**

Elusen GIG Gogledd Cymru  
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- Awyr Las, which means 'Blue Sky' in Welsh, makes a real difference to the lives of patients and their families
- Donations given through the charity help fund additional medical equipment, special projects and new facilities in hospitals and in communities across North Wales
- No money given through the charity replaces statutory NHS funding
- Donations through Awyr Las can go directly to any ward, department or community health service in North Wales
- Since 2010 the charity has funded almost £23m of improvements to healthcare services
- Biggest health organisation in England and Wales
- Responsible for running and commissioning most health services in North Wales, including hospitals, GPs, dentists and community services
- 17,000 staff - North Wales' biggest single employer