



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 2019

BETSI CADWALADR UNIVERSITY HEALTH BOARD



The annual Betsi Cadwaladr University Health Board Achievement Awards celebrate the outstanding efforts of NHS staff from across North Wales.

On Friday 1 November 2019, we will be saying a big thank you for the selfless work of our nurses, doctors, therapists, clerical and support staff and volunteers.

More than 500 of our fantastic will help us recognise the very best of our 17,000 staff members and volunteers.

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. Every nomination for an award is made by our own staff, and last year more than 280 individual submissions were made.

The awards include a special Seren Betsi Star of the Year award, where members of the public can have their say in celebrating our staff's work. Every month a winner of our Seren Betsi Star awards is chosen, where our staff nominate colleagues or teams who have excelled in their everyday work. More than 2,000 people cast their votes to crown Sister Amanda Durber, who works at the Llandudno Bone Unit, our inaugural winner.

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 organisation.





# OUR 2019 AWARDS CATEGORIES

Welsh Language Award

Advancing Equality Award

Team of the Year

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

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

Seren Betsi Star of the Year



# Awards night sponsorship opportunities

“

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

”

- 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, e-newsletter and staff app.
- Feature placement on our internal staff intranet page alongside information on the awards
- A name-check in a wide-ranging schedule 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 14,000 Facebook likes and 10,000 Twitter followers, with sustained 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
- Branding featured on selfie-frames produced for staff to share on social media on the night
- Opportunity to present an award of your choice on the night
- A proportion of your sponsorship fee 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

£5500 +VAT

## SPONSORSHIP ACKNOWLEDGEMENT

- Named sponsor for the BCUHB Achievement Awards 2018 i.e. BCUHB Achievement Awards 2019 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 2019 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

£1100 +VAT

## SPONSORSHIP ACKNOWLEDGEMENT

- Named Sponsor for one of the eleven awards at the BCUHB Achievement Awards 2019, 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 2019 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 SPONSORS

£750<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 2019 as your guests
- Invitation to pre-awards sponsor's reception hosted by our Chair and Chief Executive





We all had a wonderful time and really enjoyed the night. I was also delighted to be able to present the award to the well deserving winners.

- Sue Power

Axia ASD Ltd, 2018 Sponsor

We'd like to thank @BCUHB for an incredible Friday night. We were honoured to be able to attend and celebrate the very best of Betsi and healthcare throughout the North of Wales. It was a fun night full of laughter & celebration. We're glad to have been a part of it

- Centerprise International

2018 Awards Principal Sponsor

A fabulous evening celebrating a lot of what is great about the NHS, those worthy winners representing the tens of thousands of other NHS staff who go above and beyond to deliver a great service, often under tremendous pressure. A lot of fun with some great people!

- Jane Yorke

Staff Nurse, Denbigh Infirmary

It was really lovely to hear positive stories and all of the excellent work happening across the entire Health board, it was a real boost and evening of pride to belong to BCU.

- 2018 event attendee

Celebration, good news, feel good feeling, pride in the NHS, our services, our staff.... I could go on. it was a truly magnificent event, one which I was privileged to attend

- 2018 event attendee

Thoroughly enjoyed the evening, and must say I felt very proud to be there and to be a part of it. It was a brilliant night and next year I would actually seriously considering buying a ticket and going again.

-Barry Walkden

Dementia Support Worker and 2018 awards nominee

Congratulations to all the nominees and winners of the @BCUHB awards. Well deserved and we were honoured to share your night with you #BCUHBProud

- Richard Osmond

Strategy & Partnerships, Mental Health

It was heart-warming to see so many amazing nominees getting recognition for their work, it makes everyone involved with the NHS feel very proud, and the organisation of your evening was faultless!

- Mandy Jones

My Improvement Network, 2018 Sponsor





## How support for our 2018 awards is helping people experiencing mental health crisis

Sponsorship of our 2018 awards ceremony has supported the I CAN mental health campaign. The I CAN campaign aims to improve the support available to people with Mental Health problems in North Wales.

Our I Can Centres, located at Wrexham Maelor Hospital, Glan Clwyd Hospital in Bodelwyddan, and Ysbyty Gwynedd, Bangor, offer low-level support and counselling to people who visit our emergency departments in need of mental health support. Manned by trained volunteers, the centres ensure people in need of help have a friendly, informal space to talk and receive support. As well as providing support for vulnerable people in times of crisis, the I CAN centres help medical staff focus their attention on people in need of emergency care.



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



**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board

- 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
- Everything Awyr Las supports goes over and above what the NHS can provide. Donations don’t replace statutory 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 £25m 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