



Partnering with the
HSJ Awards
40th anniversary
virtual celebration

17th March 2021

Wilmington
Healthcare

About the HSJ Awards

The HSJ Awards provides an annual celebration **for 2000+ NHS and healthcare sector leaders** and innovators.

Several hundred entries are submitted into the **20+ categories** each year, and go through a rigorous multi-stage judging and benchmarking process, to enable around 200 of the best projects to reach the shortlist. Winning a HSJ award is considered across the sector to be the highest accolade in healthcare excellence.

You can find out more about last year's ceremony and judging process through the [2019 highlights video](#).

The 2020 edition would have been the **Awards' 40th anniversary**, however due to covid-19 restrictions was pushed back until March 2021. Sadly, continuing pressures on the healthcare system and our daily lives due to this virus, mean we will still be unable to come together in-person to celebrate.

As you can see from one of our [2019 winners' videos](#), **winning an HSJ Award means so much to the NHS**, and following a tough year for healthcare workers, we don't want them to miss out on this opportunity.

So like many other gatherings, celebrations and events – **we're going virtual**.



The HSJ 40th Anniversary Virtual Awards

This year we are putting together a **free to view online awards ceremony** – by increasing accessibility, we'll be able to extend our usual 2000-strong audience, to **over 8,000 viewers** from across the health and care sector. This ceremony will be broadcast “live” and also available on-demand to accommodate the differing shift patterns of these workers.

To celebrate **40 years** of the HSJ Awards, we'll be collating **40 messages of thanks and support** from well known figures including **Clare Balding, Jonathan Ross, Alan Titchmarsh, Dame Kelly Holmes and many more** throughout the build-up campaign and on the night, to ensure each winner, finalist and entrant knows how valued they are.

The night itself will be a **true festival of innovation and best practice celebration**, with **150+ shortlisted projects** highlighted, and **23 award winners** announced, plus the revelation of the Chief Executive of the Year.





Benefits of Partnering

- **Show your thanks and support** for the NHS throughout this challenging period and be aligned with the UK's largest celebration of healthcare innovation and excellence
- **Become more recognisable** to thousands of NHS leaders through a continuous marketing campaign from mid-Nov 2020 – mid-March 2021 to leaders across all levels of the NHS, through all HSJ channels
- **Elevate your profile** by positioning your brand alongside key messages of support from a series of celebrities and health sector 'great and good'
- **Capture key data*** surrounding the 8000+ live and on-demand attendees of the free-to-view online awards ceremony to use in future lead generation and nurture campaigns
- **Showcase your expertise** as a respected member of the judging faculty, working closely with senior NHS judges
- **Develop high-quality relationships** with NHS leaders on your shortlist through a series of virtual engagement opportunities pre-, during and post-ceremony

**Attendee name, job title and org will be provided. Additional detail shared will depend on permissions provided by attendee, as per GDPR*

What we will deliver

- A **high-profile marketing campaign** to leaders at all levels of the NHS through all HSJ channels
 - **Monthly teaser videos** from Dec 2020-March 2021 featuring celebrity messaging (min 3 per video) circulated across all HSJ channels, including a mixture of previous Awards hosts, politicians, royalty, and other showbiz or sporting celebrities
 - **Regular press release schedule**, working closely with a national PR agency to ensure all communications reach local and national news outlets
 - **Direct engagement** with all trust communications directors
 - Close engagement of **key stakeholders** (entrants, judges, Advisory Board) to push out content via social media and personal networks
- A **first class experience** for the 8,000 attendees on the night, and those watching later on-demand
 - **High production quality** and easy registration and access for all
 - High-profile **celebrity host**
 - **20+ messages of support** and congratulation from celebrities and the NHS great and good
 - **Remote presentation** of each award by key judges and partners
 - Continual **audience engagement** via social media competitions
 - **Musical accompaniment** from NHS singers and/or live “house band”
- A **series of post-ceremony marketing and engagement opportunities** enabling you and your colleagues to share in and celebrate the NHS’ successes
 - Host a **virtual feedback session** for members of your shortlist
 - Gain **national press coverage** through the winners’ announcement news story on hsj.co.uk, and sent out externally via PR agency
 - Share judges’ commentary within the **project showcase** of all shortlisted organisations
 - **Upgrade to host a webinar** with winning/highly commended organisations





Partnership Packages

Category Partner

- Align your brand with one of our existing categories
- Appoint a key representative from your organisation to take part in the judging panel
- Judge the shortlisted organisations alongside NHS leaders, and participate in the decision making around the winning entry
- Send congratulatory email to the shortlist, and congratulatory cover letter to the winner
- Virtually present the trophy during the ceremony
- Unlimited passes for the live ceremony and on-demand access
- Full attendee list of live viewers provided within 1 week of ceremony (*Name, job title and organisation only*)
- Full online branding package during the campaign and at the event (*see detail in support partner package*)
- Host a post-ceremony virtual feedback session for your shortlist and other interested parties
- Feature your brand and judges' commentary within the digital project showcase
- **Options to upgrade**
 - Send a branded gift to all finalists within their virtual ceremony experience box
 - Host a post-event webinar with your winner/HC organisation

Partnership Packages

Support Partner

- Full digital branding package during the campaign and at the virtual event
 - Logo and company profile featured on event site
 - Logo featured in monthly teaser videos Dec-March containing celebrity and high-profile NHS leader messaging
 - Logo featured on screen throughout ceremony – expected viewership 8-10,000
 - Dedicated 15-sec static advert in pre- and post-ceremony rolling showreel
- Full attendee list of live viewers provided within 1 week of ceremony (*Name, job title and organisation only*)
- **Option to upgrade** – send a branded gift to all finalists within their virtual ceremony experience box





Existing Partners

Strategic Partner



Category Partners



Charity Partner

