



Royal College  
of Nursing  
Scotland

# **RCN Scotland Nurse of the Year Awards 2022**

## **Sponsorship Brochure**

# Welcome to the RCN Scotland Nurse of the Year Awards 2022

The Royal College of Nursing in Scotland is delighted to be holding its first RCN Scotland Nurse of the Year Awards.

The awards are designed to raise the profile of nursing, to recognise, highlight and celebrate the dedication and outstanding professional care of nursing staff across Scotland.

The RCN Scotland Nurse of the Year Awards ceremony is going to be a fantastic evening celebrating our nursing, midwifery, and health and care colleagues, promoting the achievements of all our finalists and commending the contribution that nursing makes to the health and wellbeing of the people of Scotland.

**Without sponsorship this important event would not be able to take place.**



These highly prestigious awards will recognise Scotland's exceptional standards in nursing. Our finalists will demonstrate the skills and expertise practised by health and care professionals on a daily basis.

The COVID-19 pandemic has had a profound impact on nursing and our finalists will have gone the extra mile in the face of great challenges.

Colin Poolman  
Director, RCN Scotland

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# Sponsorship opportunities

Sponsoring the inaugural RCN Scotland Nurse of the Year Awards is a wonderful opportunity to not only recognise the extraordinary efforts of the nursing workforce over the last two years in responding to the pandemic, but also to celebrate the role that nursing plays in the health and wellbeing of our country.

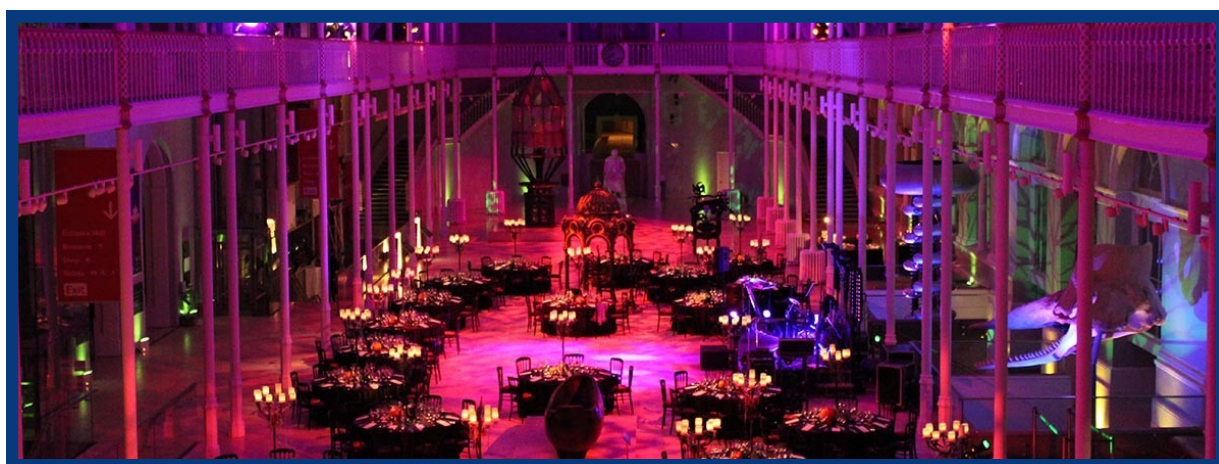
The Awards will provide sponsors with the opportunity to connect and develop lasting relationships with today's and future nursing leaders and discover the diversity of the profession.

The Royal College of Nursing is the world's largest nursing union and professional body. We represent more than 465,000 nurses, student nurses, midwives and nursing support workers across the UK and internationally, with over 40,000 members in Scotland. We are offering you the chance to promote your organisation to our members and to be associated with these inspirational awards.

The RCN Scotland Nurse of the Year Awards 2022 was launched on International Nurses' Day, 12 May 2022.

The glittering awards ceremony will be held on Wednesday 21 June 2023 and the setting for this prestigious event will be the breath-taking Grand Gallery in the National Museum of Scotland – Edinburgh's landmark museum that tells our nation's history from earliest time to present day.

A range of sponsorship packages are set out below.



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# Gold sponsorship package



Our gold sponsorship package is the opportunity to be the lead sponsor at our inaugural RCN Scotland Nurse of the Year Awards. Increase your profile among the nursing profession and key stakeholders and advocate for the largest workforce within health and social care at a time when it has never been more important to recognise their outstanding efforts and amazing achievements. The gold package includes the exclusive sponsorship of the main award of the evening – Nurse of the Year. The winner of this award will be selected from the winners of the other relevant categories.

## Pre-event Promotion

- Your company/organisation name, logo, 100-word editorial about your company (provided by you) and a link to your website will appear in communications to our members inviting them to submit their nominations
- Message of support from your company/organisation will appear in communications related to the Awards
- Your company/organisation name will be included in RCN news stories to promote the awards
- Your company/organisation logo will be featured on all marketing material promoting the Awards
- Your company/organisation name, logo, editorial and a link to your website will be published on our RCN Scotland Nurse of the Year website
- Your company/organisation logo will be featured prominently on our invitations to all awards ceremony attendees
- A representative from your company/organisation will be invited to join the judging panel for your award
- This gold sponsorship package includes sponsoring the most prestigious award of the evening, Nurse of the Year Award.

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# Gold sponsorship package



## Promotion during the awards ceremony

- A table for 10 for your company/organisation to use for guests and representatives of your company
- The opportunity to network with award finalists
- Your company/organisation name/logo and editorial will be printed in the awards ceremony programme
- Your company/organisation name/logo will be printed on the Nurse of the Year Award 2022 trophy and certificate
- Your company/organisation name/logo will be featured on promotional screens throughout the evening
- A representative from your company/organisation will be invited to present the Nurse of the Year Award on stage alongside a senior member of the RCN's leadership.

## Post-event Promotion

- Your company/organisation name, logo, editorial and a link to your website will be published on our website
- Your company/organisation name will appear in RCN news stories confirming the winner of the Nurse of the Year Award
- An opportunity for you to profile your company/organisation and voice your support for Scotland's nursing staff in our post-event film and promotional activity
- First refusal on next year's awards.

Gold sponsorship package is £20,000 plus VAT

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# Silver sponsorship package



Our silver sponsorship packages provide the opportunity to sponsor one of our prestigious awards that will recognise the skills, innovation and excellence in practice demonstrated by Scotland's nurses, midwives and nursing support workers across the breadth of health and social care settings. The awards are:

- Adult Nursing Award
- Children Nursing & Midwifery Award
- Mental Health Nursing Award
- Learning Disability Nursing Award
- Nursing Support Worker of the Year
- Student of the Year
- Nursing Team of the Year
- Care Home Nursing Award  
(This award has been sponsored)
- Inspiring Excellence – Nursing Innovation and Research Award  
(This award has been sponsored)
- Learning in Practice Award
- Leadership Award

**Silver sponsorship package is £5,000 plus VAT**

## Pre-event Promotion

- Your company/organisation name/logo will be featured on all marketing material promoting the awards
- Your company/organisation name/logo and a link to your website will be published on our RCN Scotland Nurse of the Year awards pages on our website
- A representative from your company/organisation will be invited to join the judging panel for your award.

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# Silver sponsorship package



## Promotion during the awards ceremony

- A representative and guest from your company/organisation will be invited to attend the awards ceremony and dinner, providing a great opportunity to network with award finalists
- Your company/organisation name/logo and editorial will be printed in the awards ceremony programme
- The name of your company/organisation will be printed on your selected award trophy and certificate
- The name of your company/organisation will be featured on promotional screens throughout the evening
- A representative from your company/organisation will present your award onstage alongside a senior member of the RCN's leadership.

## Post-event Promotion

- Your company/organisation name/logo will feature on materials promoting the award winner
- All sponsors of silver packages are given first refusal on sponsoring their award in the 2023 Nurse of the Year Awards.



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# Bronze sponsorship package — Hospitality partners



Hospitality partner options include:

- Sponsorship of our pre-event drinks reception
- Table chocolates
- Table centre pieces
- Flowers for our award winners and finalists
- Napkin ribbons

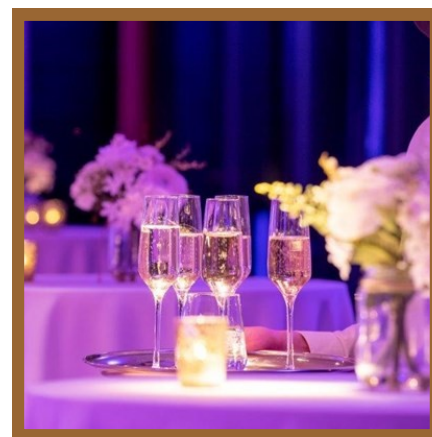
## Pre-event Promotion

- Your company/organisation name/logo will be listed as a sponsor on our RCN Scotland Nurse of the Year Award pages on our website.

## Promotion during the ceremony

- Your company/organisation name/logo will be listed in our awards ceremony programme and on the presentation screens
- Your company/organisation logo will be printed on or displayed alongside your chosen item.

Costs will depend on the option you choose to sponsor.





We look forward to hearing from you. To discuss options or bespoke packages please contact Joanne Noble who will be pleased to discuss and offer advice on your involvement.

Contact: Joanne Noble

[scotlandnurseawards@rcn.org.uk](mailto:scotlandnurseawards@rcn.org.uk)

Tel: 0131 662 6165



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