

Great British
Care Awards



SPONSORSHIP OPPORTUNITIES

CELEBRATING EXCELLENCE IN SOCIAL CARE
www.care-awards.co.uk

IN ASSOCIATION WITH



ABOUT THE AWARDS

The Great British Care Awards are a series of 11 regional awards celebrating excellence across the care sector. The purpose of the awards is to promote best practice within both home care and care homes sectors, and pay tribute to those individuals who have demonstrated outstanding excellence within their own field of work. Winners of the regional awards go through to one big national final for both care home and home care, to find a true champion for each category.

The awards have been going for over 10 years and we are continuing to go from strength to strength. The judges continue to be amazed with the quality of nominations and this year is no exception.

There are a total of 28 award categories available for nomination, which represent all areas of the care sector, whether it be older people or specialist services and from frontline staff such as care workers and care managers to people who have made an impact in other ways such as training and specialist care in areas such as dementia an innovation.

The gala awards starts with a drinks reception, followed by a superb gourmet dinner with some surprise entertainment throughout.

The events are presented by entertainer Steve Walls with an abundance of entertainment throughout.

The awards are a true celebration for the unsung heroes of social care, without whom quality care provision in our communities would fail.



11 REGIONAL AWARDS

Throughout November each year

150 - 700
guests at each event

NATIONAL AWARDS

Takes place in March each year at The ICC, Birmingham

OVER 1,300
guests!



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WHAT THE SECTOR SAYS



"I want to congratulate everyone who has been nominated for a Great British Care Award because you have been deemed by your colleagues and those who nominated you, as somebody who has shown exceptional commitment at an unprecedented time in our recent history. You all represent the very best of our sector and I hope that these awards will give you all an opportunity to celebrate and enjoy a wonderful evening with your friends and colleagues and that you will have some richly deserved fun. You all deserve our respect and thanks for a job very well done."

Professor Martin Green OBE Chief Executive, Care England



"Being part of these awards is a huge privilege and pleasure. In amidst the negative press and focus on adult social care it is important to remember the hundreds of thousands of staff who give their all to ensure that those needing care and support receive it in a dignified, respectful and person centred fashion. Amongst the winners tonight we have some real shining stars who we rightly recognise both for their personal contribution, and for the positive light they create alongside the rest of the dedicated and professional workforce."

Vic Rayner OBE Executive Director, National Care Forum



"We already knew how hardworking the social care workforce is, but these recent turbulent times has highlighted the resilience and dedication of all of those who care for and support the most vulnerable in our society. I want to thank everyone for the outstanding contribution they have made. Choosing category winners who represents the very best of the social care workforce will be an extremely difficult task, given the wealth of commitment everyone in the workforce continues to give every single day."

Professor Deborah Sturdy CBE FRCN Chief Nurse for Adult Social Care



"As Chair of the Care Association Alliance, I am delighted to support the recognition of individuals, teams and employers who have supported the people who rely on their services, and their staff in the most amazing ways. The selflessness, dedication and commitment which they have demonstrated embodies all that is best in our fantastic care sector. Tonight's finalists are all examples of outstanding professionalism, which is often seen, but not always recognised. Congratulations to all of them."

Melanie Weatherley MBE Chair, Care Association Alliance



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WHAT THE PROVIDERS SAY

"The Great British Care Awards are a fantastic way of sharing with the world, the amazing life changing work we do here at Cross Keys Care, and indeed the work that is being done across the whole care sector."

It is also wonderful to be able to reward the hard work and dedication of our passionate teams and shine a light on the unsung heroes of care. To attend the Awards Dinner and hear the fantastic stories from other organisations just adds to the success of our sector."

Mary Bryce Director of Operations, Cross Keys Homes

"The Great British Awards have become an integral part of Vida's calendar as simply nominating a member of staff boosts not on the individuals' morale but the whole team. Should we be shortlisted as a finalist the event is always a spectacle and staff are so proud to be involved. Having been successful winners in the past we see the benefits throughout our business in terms of reassurance to our families that we have excelled in our service, and staff feel rewarded and motivated."

James Rycroft Managing Director, Vida Healthcare

"Having nominated staff, colleagues and peers for a number of years, I cannot thank The Great British Care Awards enough for not only raising the profile of Social Care to a wider audience, but also for recognising and celebrating the amazing people that support the most vulnerable within our society. During these challenging times of underfunding and lack of parity of esteem for the social care workforce, the Great British Care Awards ensure through their rigorous judging and dynamic gala events, our people truly celebrate in style, the difference they make everyday."

Ann Taylor CEO, Hilton Nursing Partners

"Continued Care supports the Great British Care Awards to show our staff how much we appreciate them and how we value the work that they do."

It gives our carers the opportunity to get out of their uniform and dress up for a night of celebration, and to see other care providers also showing their appreciation of their staff. Winning an award raises our company's profile within our local area and can be a great advertising tool. Even if we don't win, being shortlisted is an honour in itself as it shows that the judging panel recognises the work we are undertaking."

Mike Herrington Assistant Director, Continued Care

"The Great British Care Awards represent a pivotal occasion to honour the remarkable contributions made in social care each day. Often, the extraordinary individuals within this field are unaware of the profound impact they have on others. These awards serve as a platform to shine a spotlight on their exceptional achievements and commend the outstanding efforts that characterise our industry."

At LDC Care Co, we view these awards not only as an occasion to celebrate the accomplishments of our own dedicated teams but also as an opportunity to acknowledge our role within this remarkable sector. It's a chance to unite with our peers and collectively recognise the invaluable work being done across the social care landscape."

Lara Bywater Director, LDC Care Company

"Care mUm is delighted to support the Great British Care Awards this year. The awards celebrate the very best in social care and recognise the selfless service of all in the sector. Our whole company was buzzing with excitement to be finalists and the awards really helped in our values of "celebrating success" and "we are in it together". We can't wait for the national finals!"

Dr Glen Mason Chief Executive, Care mUm

"Optimo Care Group wholeheartedly embraces the profound significance of the Great British Care Awards. It's a testament to the unwavering dedication of our teams who tirelessly commit themselves to enriching lives of those more vulnerable within our communities and services daily. These awards not only celebrate the exceptional work within our industry but also provide a well-deserved opportunity for our teams to revel in their achievements and camaraderie. We applaud the Awards for their invaluable role in spotlighting the remarkable contributions of care professionals nationwide."

Ben Hailes Group Projects Director, Optimo Care Group

"Here at Signature Senior Lifestyle, we feel passionately that social care should be recognised as a highly skilled and specialised sector with a workforce that takes great pride in what they do. The Great British Care Awards allow us to shine a spotlight on outstanding social care and the difference that care workers make to people's lives every day. They help us celebrate those colleagues who deliver exceptional care to residents and they inspire new generations of people to consider a career in care."

Rob Martin Chief Executive, Signature Senior Lifestyle



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SPONSORSHIP OPPORTUNITIES

CATEGORY SPONSORSHIP

Category sponsorship is the most popular form of sponsorship.
Simply choose one award to sponsor from our 28 award categories (listed on the next page).

Package to include:

- 10 places at the Gala dinner
 - Branding on the website
 - Branding on the award night on screen
 - Branding alongside your chosen category both in the programme with a full page advert and on screen
 - Branding on all pre and post awards publicity materials
 - Invitation to sit on the judging panel and network with the judges prior to each event
 - Opportunity to present the award on the night
 - Invitation to any networking dinners
 - Packages can be amended to suit budgets and requirements and can also include adverts in Care Talk magazine
- www.caretalk.co.uk

Prices:

Regional category sponsorship £3,000 + VAT per region

National category sponsorship £5,000 + VAT

Discounts available for multiple regions and early payment.

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The care awards are a fantastic opportunity to celebrate the very best of the care sector and the quality of the event is second to none and an appropriate way to celebrate excellence.

Professor Martin Green OBE,
Chief Executive, Care England



SPONSORSHIP OPPORTUNITIES

CATEGORY SPONSORSHIP

All subject to availability

- The Care Home Employer Award
- The Home Care Employer Award
- The Care Home Worker Award
- The Home Care Worker Award
- The Care Home Newcomer Award
- The Home Care Newcomer Award
- The Care Home Registered Manager Award
- The Care Home Cook/Chef Award
- The Dignity in Care Award
- The Dementia Carer Award
- The Care Home Team Award
- The Home Care Team Award
- The Care Home Activity Organiser Award
- The Ancillary Worker Award
- The Home Care Registered Manager Award
- The Three 'R's Award
- The Workforce Development Award
- The Care Innovator Award
- The Frontline Leaders Award
- The Home Care Coordinator Award
- The Putting People First Award
- The Housing With Care Award
- The Social Care Nurse Award
- The Palliative Care/End of Life Award
- The Care Assessor/Care Planner Award
- The Unpaid Carers Award
- The Outstanding Contribution to Social Care Award
- The Co-Production Award

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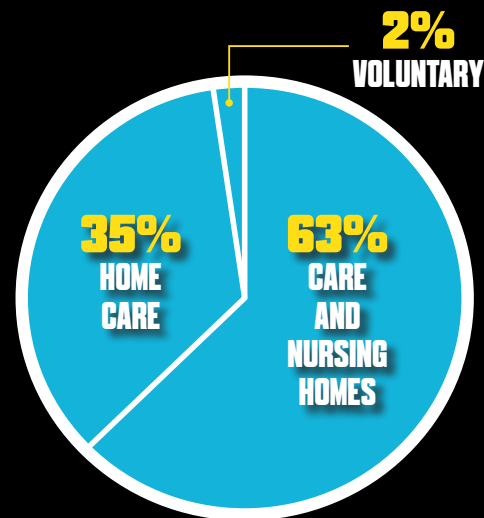


OUR AUDIENCE

REGIONAL
CARE AWARDS
**150 – 700
Guests**
AT EACH EVENT

NATIONAL
FINAL
**1,300
Guests**

OVER
**3,000
Nominations!**



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CareTalk

The voice of excellence in social care

CareTalk
Business

Great British
Care Awards

The Learning Disabilities
& Autism Awards

The National
Children & Young People
Awards

Making the right impression!

Average monthly X Impressions
300K+

Average monthly unique visitor numbers
105K+

Social media followers
30K+

CareTalk

The voice of excellence in social care

CareTalk
Business

Sharing business excellence in social care

Making the right impression!

✕ @CareTalkMag ✕ @ctalkbusiness
18,000+ followers

Average monthly X Impressions
150K+

Average monthly unique visitor numbers
20K+

Great British
Care Awards



✕ @GBCareAwards **9,000+ followers**

Average monthly X Impressions
50K+

Average monthly unique visitor numbers
40K+

ATTENDING OUR AWARDS

Resolve Care Northern
Ward Green Lodge
Ridgeway Rise Care
Bridgewater Day Care
The Brandon Trust
Komplex Care
Bluebird Care Colchester and Tendring
Welford Healthcare - Bailly House
Condover College
McCarthy Stone
Greensleeves Care - Torkington House
Future Directions CIC
We Care Group
Lonsdale Care
MacIntyre
LDC Care Co
Cross Keys Homes
Moore House Group
Sandstone Care
Carebase
Safe Haven ACG
Compton View Residential Care Home
Housing 21 - Knaves Court
Better Lives Supported Living
Barchester
Harmonize Care
Visiting Angels Manchester East
Blue Ribbon Health and Wellbeing
The Old Hall, Billinghamborough
Ben Care
RMBI
Nightown Housing Association
Swanton Care and Community
All Care
Mary Rush Care
Radnor House
Richmond Bede Village
Caremark
Lifeways Community Care
React Support Services
Wright Care at Home
Abbey Healthcare

Care Compassion and Conversation
Embark Learning
Happy Futures Support Specialists
Stow Healthcare
Dunster Lodge
Vida Healthcare
Choice Support
Belong
Boyce Care
CareTech
Gold Care Homes
Aspirations Care
Country Court Care
Honeycomb Care
Bondcare
Ashmere Derbyshire
Herefordshire Care Home
HC-One
Solehawk
Home Instead
Darwin House
Penna HomeCare
Maucare Services
Liase
ThinCats
Berkley Care Group
Orchard Care Homes
Milewood Healthcare
RCH Care Homes
Windward Day Services
Aria Care
Quantum Care

Ashdene Care Home
First City Care Group
Consensus
Kisimul Group
Creative Support
TLC Care
Exemplar Health Care
Involve Care and Support
Hallmark Care Homes

Hallmark Care Homes
Bridgewater Day Care
Making Space
Affinity HomeCare Group
SweetTree Home Care Services
Journey Enterprises
MJ Homecare
The Knoll Care Partnership
EarlyBird Lifestyle Support
Belmont Healthcare Services
Dolphin Homes
Right at Home Bridgend and the Vale
Seckford Care
Home Instead Wirral
Holmes Care Group
Salutem Care & Education
Frontier Support Service
Cygnat Healthcare
Keswick Care
AllCare Community Support
Anchor
Orbis Education & Care
Zander Mackenzie Care UK
HICA Group
Loveday Abbey Road
MacIntyre
Bluebird Care
South Ayrshire Health & Social Care
Partnership
Abhinav Narula - Elm Lodge Care Home
Spadework
Keate House Residential Home
Serencroft
Focus Care Supported Living
Alternative Futures Group
Midway Care Group
Optimo Care Group
Ebury Court Care Home
National Care Forum
Four Seasons Health Care Group
IBC Healthcare
Outlook Care

Outlook Care
Somerset Care
SCIE
Access
York & Humber Care Alliance
Hazlewoods
Innovation Broking
Majesticare
Shawbrook
Standbyhealthcare
Roche Home Care
Premier Community
Highfield House Care Home
Howes Percival
Community Integrated Care
Zenith Care
Liesiant Delta Wellbeing
Future Care Group
Runwood Homes
Carefound Homecare
Exceptional Care
Nurture Care
Radfield Home Care
M & D Care
Seco Support
Collaborative Care
Astar Homecare
Elgar Care
Carmarthenshire County Council
Continued Care
Caremark Liverpool
Meadowvale Homecare
Home Instead Milton Keynes
Iris Care Group
Rise Above Care
Seymour Court Nursing Home
Berkeley Home Health
Leaders In Care
Care Expertise LTD
Eastern Country Care



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