



OUR
**HEALTH
HEROES**

**CELEBRATING THE UK'S WIDER HEALTH
AND CARE WORKFORCE**

22 May 2025 | Queen Elizabeth II Centre, London

skillsforhealth.org.uk/awards

Join us for Our Health Heroes 2025!

As we enter our ninth year, I'm thrilled to unveil our plans for Our Health Heroes 2025. The awards will once again be held at the prestigious Queen Elizabeth II Centre in central London, offering stunning views of Westminster Abbey and Big Ben.

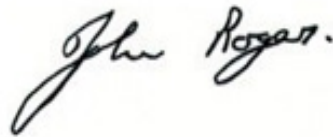
The heart of these awards is to express gratitude and recognition to the thousands of operational and support staff across the UK who keep our healthcare system running smoothly. These essential roles, from porters and cleaners to security guards and gardeners, are the backbone of our cherished healthcare system.

Organised by Skills for Health, the UK's Sector Skills Council, the Our Health Heroes Awards celebrate the remarkable achievements of the NHS and healthcare workforce across 11 unique categories.

On behalf of Skills for Health, I warmly invite you to join us in honouring these exceptional individuals and teams by becoming a sponsor of these awards.

We offer a variety of sponsorship opportunities designed to elevate your profile within the sector. By aligning your organisation with the awards, you can join us in publicly celebrating these unsung heroes.

We hope you will join us and lend your support.



John Rogers
Chief Executive
Skills for Health





Welcome
to



These awards offer a great opportunity to show our appreciation for the truly incredible people whose contribution and dedication makes such a huge difference every day.”

Danny Mortimer, Chief Executive, NHS Employers Category Sponsor 2025

In 2024, Our Health Heroes received:



300

Award nominations



200,000

Impressions and

3,000

Engagements on social media



65

Pieces of press coverage including BBC, MSN and Yahoo News



4,600

Public votes



1.2m

Views across online, print and broadcast media



14,000

Website visits

Reasons to be involved

- **Demonstrate your support:** Show your commitment to the thousands of individuals and teams working tirelessly behind the scenes in the NHS and wider healthcare sector.
- **Raise your profile:** Align your organisation with an extremely worthy cause, enhancing your reputation and visibility.
- **Grow your network:** Connect with NHS leaders, key decision-makers, and influencers from central government, NHS England, and independent healthcare.
- **Increase brand visibility:** Get your brand seen by our audience of over 67,000 healthcare professionals.
- **Enhance corporate social responsibility:** Show your dedication to social good by supporting the healthcare heroes who make a difference every day.
- **Boost employee morale:** Engage your employees by involving them in a cause that celebrates the dedication and hard work of healthcare professionals.
- **Exclusive media coverage:** Gain access to exclusive media opportunities and coverage, increasing your brand's visibility and reputation.

Key dates

January 2025

- Partner announcements
- Nominations begin
- Website launch

March 2025

- Nominations close
- Judging takes place

April 2025

- Finalists announced with partner endorsements
- Work with our PR and marketing team to maximise engagement
- VIPs invited and guest list confirmed

May 2025

- Final PR and social media activity
- Awards ceremony
- Follow-up and thank you to sponsors, winners, and guests



I loved the praise given to staff that can go unrecognised or where we think that “we are just doing our job”. The event highlighted the excellent and innovative work that is happening across the country.”

Emma Bate, Community Lead for the Reconnect Service in the Northeast
Winner - Best Healthcare Workforce Collaboration 2024

Award Category Sponsorship

£5,000

- Sponsor a category that resonates with your brand and target audience.
- Gain immediate exposure with an exclusive announcement to our audience of over 67,000 healthcare professionals.
- Category dedicated marketing during the nomination window, highlighting your partnership and award.
- Inclusion of your branding throughout the awards marketing campaign.
- Feature your logo, profile, website link, and an optional video on the Skills for Health website.
- Participate in judging your category and present the award at our prestigious ceremony.
- Have your logo prominently displayed on the trophy and certificate presented to winners.
- Showcase your brand on visual displays at the awards ceremony venue.
- Receive a dedicated profile in the awards programme book.
- Include a representative of your choice in the official awards highlights video.
- Collaborate with our PR team to share winners' stories in publications, on radio, and TV.
- Enjoy four tickets to the award ceremony, including welcome drinks and snacks, lunch, entertainment, and a networking reception*.

*Four tickets per sponsored category. Option to purchase additional tickets if needed.



Our Health Heroes 2025 Categories:



Apprentice of the Year



Healthcare Volunteer of the Year



Best Healthcare Collaboration



Digital Innovation



Clinical Support Worker of the Year



Operational Support Worker of the Year



Dedication to a Lifelong Learning Culture



Outstanding Lifetime Contribution to Healthcare



Equality, Diversity and Inclusion Champion

Headline Sponsor £10,000

All the benefits of being an award category sponsor plus:



A guest speaking slot to introduce the awards at the start of the event.



The option of your brand's holding slides or promotional video to be displayed during lunch.



A double-page profile in the Our Health Heroes Awards ceremony programme.



A dedicated webpage about your involvement on the Skills for Health website.



Table of 10 at the awards ceremony including: welcome drinks, afternoon tea and drinks reception.



Other ways to get involved

Ceremony Table Sponsor

£5,500

- Host an entire table at the awards and bring your VIP guests to enjoy a day of entertainment and networking (10 tickets included).
- Branding and naming of the table.
- Your logo, profile and link to your website on the Skills for Health website.
- Branding on marketing communications, social media and within press releases.
- Half-page profile in the awards ceremony programme.

Gift Bags

£2,500

- Printed logo on the gift bags (bags provided by Skills for Health and distributed to all attendees).
- Inclusion of 1x piece of marketing collateral within the gift bags.
- Your logo, profile and link to your website on the Skills for Health website.
- Branding on marketing communications, social media and within press releases.
- Four tickets to attend the awards ceremony.
- Half-page profile in the awards ceremony programme.

Display Sponsor

£3,300

- Your branding shown on all displays throughout the event.
- Your logo, profile and link to your website on the Skills for Health website.
- Branding on marketing communications, social media and within press releases.
- Four tickets to attend the awards ceremony.
- Half-page profile in the awards ceremony programme.

Badges & Lanyards

£1,500

- Your logo on all badges and lanyards (lanyards provided by Skills for Health and distributed to all attendees).
- Your logo, profile and link to your website on the Skills for Health website.
- Branding on marketing communications, social media and within press releases.
- Four tickets to attend the awards ceremony.
- Half-page profile in the awards ceremony programme.

Networking Reception

£2,750

- Your branding and marketing collateral displayed in the reception area.
- Your branding on decorations within the reception area.
- Option to have a stand within the networking area and branded table tops.
- Your logo, profile and website link on the Skills for Health website.
- Branding on marketing communications, social media and within press releases.
- Two tickets to attend the awards ceremony.
- Half-page profile in the awards ceremony programme.

Programme Sponsor

£2,000

- Double page spread in the awards ceremony programme.
- Your logo, profile and website link on the Skills for Health website.
- Branding on marketing communications, social media and within press releases.
- One ticket to attend the awards ceremony.

If there's an advertising opportunity not listed above that you'd like to discuss, please speak to a member of our team at ohhwards@skillsforhealth.org.uk.

All prices listed are exclusive of VAT.

All our award sponsorship packages are available with a multi-year discount. Speak to a member of the team to discuss a two-year discount to secure sponsorship for 2025 and 2026.

Seat Drop

£2,000

- Your marketing materials placed on every seat at the awards ceremony.
- Your logo, profile and website link on the Skills for Health website.
- Branding on marketing communications, social media and within press releases.
- One ticket to attend the awards ceremony.
- Half-page profile in the awards ceremony programme.

Programme Book Advert

Congratulate your team members on their award nomination or raise your profile as a supporter of the sector.

- Full-page ad - £300
- Half-page ad - £150



Better
Skills

Better
Jobs

Better
Health

About Skills for Health

Skills for Health is a not-for-profit organisation and the Sector Skills Council for Healthcare. Born out the NHS, we collaborate with thousands of healthcare providers to develop solutions that improve skills, jobs, and roles to achieve better patient outcomes.

We launched Our Health Heroes Awards in 2016 to say 'thank you' to all those people we have been working with and to recognise the huge contribution they make.

 skillsforhealth.org.uk/awards

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 @SkillsforHealth

 [skills-for-health](https://www.linkedin.com/company/skills-for-health)

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