

the**bmj**awards

**1,500+** VIRTUAL  
ATTENDEES

**350+**  
ENTRIES

UP TO **17**  
CATEGORIES

**45**  
EXPERT JUDGES



**2021** virtual  
ceremony

Collaboration  
opportunities

**29th September 2021**

ALIGN YOUR BRAND WITH  
HEALTHCARE EXCELLENCE

CONTACT:

**Andy Josephides**

+44 (0)20 3655 5602 | [ajosephides@bmj.com](mailto:ajosephides@bmj.com)



## Inspire healthcare excellence

A personal welcome from  
**Dr Fiona Godlee, Editor-in-Chief, The BMJ**

*"During 2020, over 350 healthcare teams submitted entries, which our judges whittled down to 60 shortlisted teams. 16 winners were announced at the virtual ceremony, with 1,500+ healthcare professionals viewing those inspiring teams working to achieve better patient outcomes."*

*All of this would not be possible without our sponsors' support, to whom we are enormously grateful. Please join us to recognise those every-day achievements and showcase excellence in healthcare."*

*Fi Godlee*  
Fi Godlee

**Align your brand with the most respected and independent healthcare awards programme within the UK.**

Every year, more than 350 teams enter The BMJ Awards and compete to get their work recognised in front of their peers, their organisation, and the wider healthcare community.

**Support the innovation, passion, and pioneering solutions that are improving patient outcomes.**

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## 17 categories are available for sponsorship

### Collaborate with us to:

- Place your brand in front of decision-makers, healthcare influencers, and policymakers. This is no mean feat.
- Align your brand with The BMJ, The fourth most cited general medical journal.
- Demonstrate your support for healthcare excellence
- Be at the heart of innovation and pioneering practice

## Brands who choose to work with us



## Who submits entries?

- Medical directors
- Senior consultants
- Clinical leads
- Nurse practitioners
- Representatives across teams
- Primary care

**Open to all UK healthcare clinical teams.**

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VIRTUAL  
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UP TO **17** CATEGORIES | **45** EXPERT JUDGES

**350+ ENTRIES**



## Choose your category

- Anaesthesia and perioperative medicine team of the year
- Cancer care team of the year
- Clinical leadership team of the year
- Dermatology team of the year
- Diagnostics team of the year
- Digital Innovation team of the year
- Diversity and inclusion team of the year **(NEW)**
- Environmental sustainability and climate action team of the year
- Mental Health team of the year
- Primary care team of the year
- Quality improvement team of the year
- Respiratory team of the year
- Stroke and cardiovascular team of the year
- Women's health team of the year
- Workforce and wellbeing team of the year

## Special recognition awards

- Outstanding contribution of health
- UK research paper of the year

**Contact us to discuss your involvement**

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## Sponsor packages - how you can get involved

### At a glance

- Your representative to take part in the virtual ceremony
- Access to clinical teams across the UK
- Logo placements on marketing promotions
- Digital and print advertising solutions within The BMJ
- Social media exposure

**Feel-good factor -  
you are supporting  
innovation and creativity  
amongst UK health  
professionals**

## The BMJ Awards - virtual sponsorship packages

### Coverage Pre-awards

Logo displayed on the awards entry system - Headline only

- One page print advert in the relevant specialty journal of your category sponsorship/or The BMJ
- 1 x banner advert displayed on relevant specialty website,\* for one month
- 1 x banner advert within email alert of the relevant specialty, for one month
- Social post announcing your sponsorship
  - Twitter (430,00 follows) & LinkedIn (38,000 followers)
- Logo on The BMJ Awards website with link to your website (2020 version viewed by 2,100+ unique users)
- Logo on 20 email campaigns to encourage entries sent to the database of 55,000 recipients per email
- Logo displayed on print advertising to encourage entries
- Logo displayed on submission confirmation emails

\*subject to availability - website will be the most relevant specialty across BMJ's portfolio

### Judging entries

- Attend relevant category presentations as an observer
- Opportunity to follow-up with shortlisted teams
- Your branding visible on all judging guidance and briefing notes
- BMJ to facilitate introductions to finalists via email

### During the Virtual Awards Ceremony

- Company logo on sponsor loop before the show begins
- 20-second promotional sponsor company video\* to play before each category
- Sponsor filming (all pre-recorded)\*\*
  - Representative filmed announcing the winner
- Winners & sponsors loop to be played at the end of the show
- Sponsor logo featured on the winners showcase output, (2020 version had 2150 views within 1 month of posting)

\*video must conform to PI guidelines and would need to be pre-approved by the editorial committee before being aired

\*\*this will be pre-recorded - you will be sent a gold envelope for each finalist in the category and you will be filmed opening each one (so you won't know the winner either!)

PRICE  
**£10,000**  
+ VAT

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## Timescale - what happens, and when

**2020 - 2021**  
**December June**

Logo placement on marketing promotions: **20 email campaigns** each one sent out to **55,000 healthcare professionals** on our database, all displaying your logo

**2020 - 2021**  
**December June**

Call for entries with your logo on print and digital adverts

**2021**  
**June**

Entries close

**2021**  
**Mid September**

Judging week

Listen to the shortlisted presentations.

Sponsor filming starts - open the gold envelope to reveal the winner. Which team is going to win?

**2021 - 2021**  
**June July**

Shortlisting begins. Sponsors are introduced to our shortlisted teams

**2021**  
**29th September**

The BMJ Awards 2021 - the event you have been waiting for. It's your turn to shine under the spotlight.

- Sponsor branding visible throughout the virtual ceremony
- Showcase your 20 second promotional video to attendees
- Your representative announces the winner of your category
- Winners showcase post event - your brand represented

*\*this will be pre-recorded*

### The judging process

**The BMJ Awards are backed by a robust judging process:**

- detailed scoring of every entry
- peer review
- virtual presentations from shortlisted teams
- patient representative now
- expert judges included in every category
- all judging sessions are open for you to attend as an observer

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Coordinate  
my care  
Urgent Care Plan





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