2021 virtual ceremony
Collaboration opportunities
29th September 2021

ALIGN YOUR BRAND WITH HEALTHCARE EXCELLENCE

CONTACT: Andy Josephides
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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

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.

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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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

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

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 (43,000 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 submission confirmation emails

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 (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)

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Price

£10,000 + VAT

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Timescale - what happens, and when

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

- **Entries close**
  - **2021**
    - June

- **Shortlisting begins. Sponsors are introduced to our shortlisted teams**
  - **2021 - 2021**
    - June
    - July

- **Judging week**
  - **2021**
    - Mid September

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

- **The BMJ Awards 2021** - the event you have been waiting for. It’s your turn to shine under the spotlight.
  - **2021**
    - 29th September

  - 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

**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

**Align your brand with healthcare excellence**

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