



SOCIAL WORKER OF THE YEAR AWARDS 2023 SPONSORSHIP PACK

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Introducing the Social Worker of the Year Awards

The Social Worker of the Year Awards is the only major national awards event for Social Work in England, attracting hundreds of entries every year.

Established by social worker Beverley Williams MBE in 2006, the Awards are free to enter and run by a not-for-profit charity. They reach millions of people through digital, social, and print media with positive stories of outstanding social work, creative and compassionate practitioners and inspiring best practice. The Awards have grown to become a unique space for celebration and inspiration.

The stories of winners are published in the media and within the social work community to further public understanding of the profession and to shine a light on the many examples of important and effective social work happening in our communities every day.

Social work practice always evolves and this is reflected in the Award categories –culturally sensitive practice, multiagency approaches, creative practise and digital technologies.

Every year brings new champions of good practice into view and that's why we are here, to celebrate, to be inspired, to learn and to share.

Thank you for your interest in joining the Social Worker of the Year Awards as an event sponsor for 2023.

The Board of Trustees, Social Work Awards Ltd. Registered in England No. 07581130
Registered Charity No. 114445



Our charitable aims

As a charity, our purpose is to enhance the standing of social work, which we believe rests on mutual respect for the contribution that everyone can make to outstanding social work practice.

Our aims are as follows:

1. Give **recognition** to and **celebrate** the work of qualified social workers and student social workers
2. Promote **best practice** in the profession and **celebrate success**
3. **Improve public understanding** of the range of work which social workers undertake
4. Celebrate and **promote diversity** and equal opportunities in social work



Why sponsor the Social Worker of the Year Awards?

- ◆ Your organisation will reach thousands of social workers and industry decision makers. Show them what you stand for and how you value and champion social workers
- ◆ Demonstrate your appreciation for the ongoing dedication of your social work practitioners and teams
- ◆ If you're struggling to recruit and retain staff, showcasing your organisation's work and how you support and celebrate staff and the profession can help
- ◆ Engage with outstanding social work practitioners and teams taking small steps and big strides each day to improve the lives of people they support
- ◆ Take part in national conversations and share your organisation's experiences with likeminded professionals and people with lived experience of social work
- ◆ The opportunity to network with key individuals across the world of social work at the Social Worker of the Year Awards ceremony and exclusive Winners Parliamentary Reception
- ◆ Raise your organisation's profile and increase brand awareness: our comprehensive marketing and PR programme reaches millions of people across England each year

To see a full breakdown of the benefits available to your organisation at each sponsorship level, please turn to page 11.





Social Worker of the Year Awards 2022 Highlights

- ◆ 6.2 million + people reached through regional and national media coverage
- ◆ 800,000+ people reached on social media
- ◆ 54,500+ visits to the Social Worker of the Year Awards website
- ◆ 9,000 + followers on Twitter
- ◆ 2,000 + highly engaged e-newsletter subscribers
- ◆ 450 + inspiring award nominations
- ◆ 140 + attendees at exclusive Parliamentary Reception in March 2022
- ◆ 45 + independent judges shared their expertise and insight
- ◆ 24 organisations joined the charity as sponsors



Key dates for 2023



**April
2023**

**Nominations
open**

**June
2023**

**Nominations
close**

**July
2023**

**Judging
sessions**

**September
2023**

**Finalists
announced**

**November
2023**

**Awards
ceremony**

**March
2024**

**Parliamentary
Reception**



Award Categories for 2023*

Adult social work

- ◆ Adult Social Worker of the Year
- ◆ Team Leader of the Year, Adult Services
- ◆ Newly Qualified Adult Social Worker of the Year
- ◆ Team of the Year, Adult Services



Children's social work

- ◆ Children's Social Worker of the Year
- ◆ Team Leader of the Year, Children's Services
- ◆ Newly Qualified Children's Social Worker of the Year
- ◆ Team of the Year, Children's Services
- ◆ Supporting Children in Education Award

Education and workplace

- ◆ Student Social Worker of the Year
- ◆ Practice Educator of the Year
- ◆ Social Work University of the Year
- ◆ Supportive Social Work Employer Award

Exceptional practice

- ◆ Mental Health Social Worker of the Year
- ◆ Social Justice Advocate Award
- ◆ Digital Transformation in Social Work Award
- ◆ Lifetime Achievement Award
- ◆ Overall Social Worker of the Year

*Exact categories for 2023 are to be confirmed, however they are likely to be the same as 2022, shown above.

◆ **Headline Sponsor– £22,000 (ex VAT)**

Pre-event

- ◆ Sponsorship of Overall Social Worker of the Year Award and 1 additional category
- ◆ Your logo featured on trophies and certificates for your chosen categories
- ◆ A dedicated sponsor page with video and editorial on the Social Worker of the Year Awards (website 54,500+ visits between January-December 2022.)
- ◆ Featured as a Headline Sponsor on the Social Worker of the Year Awards website homepage
- ◆ Your logo featured in regular e-newsletters (sent to 2,000+ engaged subscribers)
- ◆ Headline Sponsorship recognition in pre-event Twitter and LinkedIn social media campaign (800,000+ people reached between January-December 2022.)
- ◆ Full-page advertisement and editorial in the Awards Night Programme, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website
- ◆ Logo and full-page advertisement in the Awards Book of the Night, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website

Awards ceremony

- ◆ Opportunity to be part of presenting team alongside celebrity host(s)
- ◆ 10 complimentary tickets to the ceremony
- ◆ Preferential table position for your attendees
- ◆ Priority access to additional tickets
- ◆ Acknowledgement in the opening address from the Chair of the Social Work Awards charity
- ◆ Opportunity for a representative from your organisation to present Silver and Gold awards in your categories
- ◆ Logo featured on backdrop for official photos, live AV screens at the and on the card on every table
- ◆ Your logo featured in the Winner's celebratory video for your sponsored category
- ◆ Your logo and recognition in official event highlights video
- ◆ Opportunity to display one corporate banner during the pre-awards reception
- ◆ Unlimited and unrestricted access to awards ceremony photography

Parliamentary Reception

- ◆ Headline sponsor of the exclusive Parliamentary Reception for 2023 Social Worker of the Year Award winners, held at the Houses of Parliament in March 2024
- ◆ 4 invitations to the Parliamentary Reception
- ◆ Inclusion in official photographs with ministers, charity trustees and other VIP attendees
- ◆ Opportunity to network with industry figures, sponsors and award winners

◆ Corporate Partner – £15,000 (ex VAT)

Pre-event

- ◆ Sponsorship of 2 award categories
- ◆ Your logo featured on trophies and certificates for your chosen categories
- ◆ A dedicated sponsor page with video and editorial on the Social Worker of the Year Awards website (54,500+ visits between January-December 2022.)
- ◆ Featured as a Corporate Partner on the Social Worker of the Year Awards website homepage
- ◆ Your logo featured in regular e-newsletters (sent to 3,000+ engaged subscribers)
- ◆ Partnership recognition in pre-event Twitter and LinkedIn social media campaign (800,000+ people reached between January-December 2022.)
- ◆ Full-page advertisement and editorial in the Awards Night Programme, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website
- ◆ Logo and full-page advertisement in the Awards Book of the Night, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website

Awards ceremony

- ◆ 8 complimentary tickets to the ceremony
- ◆ Preferential table position for your attendees
- ◆ Priority access to additional tickets
- ◆ Acknowledgement in the opening address from the Chair of the Social Work Awards charity
- ◆ Opportunity for a representative from your organisation to present Silver and Gold awards in your categories
- ◆ Logo featured on backdrop for official photos, live AV screens at the ceremony and on the menu card on every table
- ◆ Your logo and recognition in official event highlights video
- ◆ Your logo featured in the Winner's celebratory video for your sponsored category
- ◆ Opportunity to display one corporate banner during the pre-awards reception
- ◆ Unlimited and unrestricted access to awards ceremony photography

Parliamentary Reception

- ◆ 4 invitations to the exclusive Parliamentary Reception for 2023 Social Worker of the Year Award winners, held at the Houses of Parliament in March 2024
- ◆ Exclusive speaking opportunity for a chosen representative during Parliamentary Reception
- ◆ Inclusion in official photographs with ministers, charity trustees and other VIP attendees
- ◆ Opportunity to network with industry figures, sponsors and award winners

◆ Category Sponsor – £9,950 (ex VAT)

Pre-event

- ◆ Sponsorship of one award category
- ◆ Your logo featured on trophies and certificates for your chosen category
- ◆ A dedicated sponsor page with video and editorial on the Social Worker of the Year Awards website (54,500+ visits between January-December 2022.)
- ◆ Featured as a Category Sponsor on the Social Worker of the Year Awards website homepage
- ◆ Your logo featured in regular e-newsletters (sent to 2,000+ engaged subscribers)
- ◆ Sponsorship recognition in pre-event Twitter and LinkedIn social media campaign (800,000+ people reached between January-December 2022.)
- ◆ Half-page advertisement and editorial in the Awards Night Programme, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website
- ◆ Logo and half-page advertisement in the Awards Book of the Night, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website

Awards ceremony

- ◆ 2 complimentary tickets to the ceremony
- ◆ Preferential table position for your attendees
- ◆ Priority access to additional tickets
- ◆ Opportunity for a representative from your organisation to present Silver and Gold awards for your category
- ◆ Your logo featured on backdrop for official photos, live AV screens at the ceremony, event highlights video, menu card on every table
- ◆ Your logo featured in the Winner's celebratory video for your sponsored category
- ◆ Opportunity to display one corporate banner during the pre-awards reception
- ◆ Unlimited and unrestricted access to awards ceremony photography

Parliamentary Reception

- ◆ One invitation to the exclusive Parliamentary Reception for 2023 Social Worker of the Year Award winners, held at the Houses of Parliament in March 2024
- ◆ Inclusion in official photographs with ministers, charity trustees and other VIP attendees
- ◆ Opportunity to network with industry figures, sponsors and award winners

◆ Thank You Sponsor – £2,600 (ex VAT)

Pre-event

- ◆ A dedicated sponsor page with video and editorial on the Social Worker of the Year Awards website (54,500+ visits between January-December 2022.)
- ◆ Featured as a Thank You Sponsor on the Social Worker of the Year Awards website homepage
- ◆ Your logo featured in regular e-newsletters (sent to 2,000+ engaged subscribers)
- ◆ Sponsorship recognition in pre-event Twitter and LinkedIn social media campaign (800,000+ people reached between January-December 2022.)
- ◆ Logo and sponsorship recognition in the Awards Night Programme, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website
- ◆ Logo and sponsorship recognition in the Awards Book of the Night, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website

Awards ceremony

- ◆ 1 complimentary ticket to the ceremony
- ◆ Priority access to additional tickets
- ◆ Logo featured on backdrop for official photos, live AV screens at the ceremony and menu card on every table
- ◆ Unlimited and unrestricted access to awards ceremony photography

Sponsor Benefits	Thank You Sponsor	Category Sponsor	Corporate Partner	Headline Sponsor
	£2,600	£9,950	£15,000	£22,000
Pre-event				
Sponsorship of Overall Social Worker of the Year and additional category				✓
Sponsorship of two award categories			✓	
Sponsorship of one award category		✓		
Logo featured on trophies and certificates for sponsored categories		✓	✓	✓
Full-page advert and editorial in Awards Night Programme			✓	✓
Logo and full-page advert in Awards Book of the Night			✓	✓
Recognition in pre-event social media campaigns	✓	✓	✓	✓
Dedicated sponsor page on Social Work Awards website	✓	✓	✓	✓
Logo featured in regular e-newsletters	✓	✓	✓	✓
Awards ceremony				
Ten complimentary tickets to the ceremony				✓
Opportunity to be part of presenting team alongside celebrity host(s)				✓
Acknowledgement in the ceremony opening address			✓	✓
Eight complimentary tickets to the ceremony			✓	
Two complimentary tickets to the ceremony		✓		
Preferential table position for your attendees		✓	✓	✓
Present Silver and Gold award winners in sponsored category		✓	✓	✓
Opportunity to display one corporate banner during pre-awards reception		✓	✓	✓
One complimentary ticket to the ceremony	✓			
Logo and recognition in official event highlights video		✓	✓	✓
Logo featured in official winner video for sponsored category		✓	✓	✓
Logo featured in official photo backdrop, live AV screens, menu cards	✓	✓	✓	✓
Recognition in live social media campaign during ceremony	✓	✓	✓	✓
Unrestricted access to awards ceremony photography	✓	✓	✓	✓
Parliamentary Reception				
Four invitations to Winners Parliamentary Reception in 2024			✓	✓
Exclusive speaking opportunity for chosen representative			✓	
One invitation to Winners Parliamentary Reception in 2024		✓		
Inclusion in official photographs with ministers, trustees and VIPS		✓	✓	✓
Opportunity to network with industry figures, sponsors and winners		✓	✓	✓



Interested in supporting the Social Worker of the Year Awards?

Email us at
awards@socialworkawards.com
to reserve your sponsorship



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