



# SOCIAL WORKER OF THE YEAR AWARDS 2024 SPONSORSHIP PACK

[WWW.SOCIALWORKAWARDS.COM](http://WWW.SOCIALWORKAWARDS.COM)

## ◆ 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 practice 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 2024.**

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 9.*







## ◆ Social Worker of the Year Awards 2023 Highlights

- ◆ 546,000 + people reached through regional and national media coverage
- ◆ 700,000 + people reached on social media
- ◆ 122,000 + page views on the Social Worker of the Year Awards website
- ◆ 9,000 + followers on X (formerly Twitter)
- ◆ 2,000 + highly engaged newsletter subscribers
- ◆ 500 + inspiring award nominations
- ◆ 38 independent judges shared their expertise and insight
- ◆ 23 organisations joined the charity as sponsors



# Key dates for 2024

**April  
2024**

**Nominations  
open**

**June  
2024**

**Nominations  
close**

**July  
2024**

**Judging  
sessions**

**September  
2024**

**Finalists  
announced**

**November  
2024**

**Awards  
ceremony**

**March  
2025**

**Parliamentary  
Reception**



# Award Categories for 2024

## 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

## Education and workplace

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

## Exceptional practice

- ◆ Social Justice Advocate Award
- ◆ Practitioner-Led Research Award (*new for 2024*)
- ◆ Mental Health Social Worker of the Year
- ◆ Approved Mental Health Professional (AMHP) of the Year
- ◆ Technology Enabled Lives and Practice Award (*new for 2024*)
- ◆ Lifetime Achievement Award
- ◆ Overall Social Worker of the Year



## ◆ Category Sponsor – £9,950 (ex VAT)

### Pre-event

- ◆ Sponsorship of one award category
- ◆ Your name featured on trophies and certificates for your chosen category
- ◆ Featured as a Category Sponsor on the Social Worker of the Year Awards website
- ◆ Your logo featured in regular e-newsletters (sent to 3,000+ engaged subscribers)
- ◆ Sponsorship recognition in pre-event social media campaign
- ◆ 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
- ◆ Opportunity for a representative from your organisation to present Silver and Gold awards for your category
- ◆ Your logo featured on backdrop for official photos
- ◆ Your logo featured in the Winner's celebratory video for your sponsored category and event highlights video
- ◆ Opportunity to display one corporate banner during the pre-awards reception
- ◆ Access to awards ceremony photography

### Parliamentary Reception

- ◆ Two invitations to the exclusive Parliamentary Reception for 2024 Social Worker of the Year Award winners, held at the Houses of Parliament in March 2025
- ◆ 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**

- ◆ Featured as a Thank You Sponsor on the Social Worker of the Year Awards website
- ◆ Your logo featured in regular e-newsletters (sent to 3,000+ engaged subscribers)
- ◆ Sponsorship recognition in pre-event social media campaign
- ◆ 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
- ◆ Logo featured on backdrop for official photos
- ◆ Access to awards ceremony photography



Sponsor Benefits	Thank You Sponsor	Category Sponsor	Corporate Partner	Headline Sponsor
	£2,600	£9,950		
<b>Pre-event</b>				
Sponsorship of Overall Social Worker of the Year and additional category				✓
Sponsorship of two award categories			✓	
Sponsorship of one award category		✓		
Name featured on trophies and certificates for sponsored categories		✓	✓	✓
Full-page advert and editorial in Awards Night Programme			✓	✓
Half-page advert and editorial in Awards Night Programme and Logo and half-page advert in Awards Book of the Night		✓		
Logo and full-page advert in Awards Book of the Night		✓	✓	✓
Logo in the Awards Night Programme and 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	✓	✓	✓	✓
<b>Awards ceremony</b>				
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		✓		
One complimentary ticket to the ceremony	✓			
Present Silver and Gold award winners in sponsored category		✓	✓	✓
Opportunity to display one corporate banner during pre-awards reception		✓	✓	✓
Logo and recognition in official event highlights video		✓	✓	✓
Logo featured in official winner video for sponsored category		✓	✓	✓
Logo featured in official photo backdrop	✓	✓	✓	✓
Recognition in live social media campaign during ceremony	✓	✓	✓	✓
Unrestricted access to awards ceremony photography	✓	✓	✓	✓
<b>Parliamentary Reception</b>				
Four invitations to Winners Parliamentary Reception in 2025			✓	✓
Two invitations to Winners Parliamentary Reception in 2025		✓		
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](mailto:awards@socialworkawards.com)  
to reserve your sponsorship.



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