



Royal College
of Nursing
Scotland

RCN Scotland Nurse of the Year Awards 2024

Sponsorship Brochure

Welcome to the RCN Scotland Nurse of the Year Awards 2024

Following on from the success of our inaugural awards in 2023, the Royal College of Nursing in Scotland is delighted to be holding our next Scotland Nurse of the Year Awards in May 2024.

The awards are designed to raise the profile of nursing, to recognise, highlight, and celebrate the dedication and outstanding professional care of nursing staff across Scotland.

The RCN Scotland Nurse of the Year Awards ceremony is a fantastic evening celebrating our nursing, midwifery, and health and care colleagues, promoting the achievements of all of our finalists and commending the contribution that nursing makes to the health and wellbeing of the people of Scotland.

Without sponsorship, this important event would not be able to take place.



Why sponsor the RCN Scotland Nurse of the Year Awards?

Sponsoring the RCN Scotland Nurse of the Year Awards is a wonderful opportunity to recognise and celebrate the role that nursing plays in the health and wellbeing of our country.

The Awards will provide sponsors with the opportunity to connect and develop lasting relationships with today's and future nursing leaders and discover the diversity of the profession.

The Royal College of Nursing is the world's largest nursing union and professional body. We represent over half a million nurses, midwives and nursing support workers across the UK and internationally, with over 48,500 members in Scotland. We are offering you the opportunity to promote your organisation to our members and to be associated with these esteemed awards.

The nomination process for the 2024 Awards is due to be launched in November 2023, and now is the time to get involved.



The benefits of becoming a sponsor

The Nurse of the Year Awards give you a unique opportunity to network and engage with nurses at the forefront of patient care and show your organisation as an advocate for one of the Scotland's largest and well-respected professions.

Become part of our Awards and benefit from:

- ★ **Networking** – You'll have the opportunity to network with finalists and eminent figures of the nursing community.
- ★ **Support** – Be recognised as an advocate for one of the nations most loved and trusted professions.
- ★ **Exposure** – Gain exposure amongst Scottish nursing staff with an integrated marketing campaign.
- ★ **Targeted marketing** – Ensure your brand reaches your target audience by sponsoring a category within a specific field of nursing.
- ★ **Brand loyalty** – Develop brand loyalty by supporting one of the largest bodies of working professionals in Scotland.



Our past sponsors include:



The Awards Ceremony

Our glittering Awards ceremony will be held on Thursday 23 May 2024. After extremely positive feedback from our inaugural awards, the setting for this prestigious event will again be the breathtaking Grand Gallery in the National Museum of Scotland – Edinburgh’s landmark museum that tells our nation’s history from earliest time to present day.

With its soaring pillars and high windows, the light-filled atrium of the Grand Gallery is one of Scotland’s most beautiful spaces.



Our award categories

We offer the opportunity to sponsor a wide range of nursing specialisms that will recognise the skills, innovation and excellence in practice demonstrated by Scotland's nurses, midwives and nursing support workers across the breadth of health and social care settings.



Adult Nursing Award

Care Home Nursing Award

Children's Nursing and Midwifery Award

Clinical Leadership Award

Inspiring Excellence: Nursing Innovation and Research Award

Learning Disability Nursing Award

Learning In Practice Award

Mental Health Nursing Award

People's Choice Award

Nursing Student of the Year

Nursing Support Worker of the Year

Outstanding / Lifetime Achievement Award

Nursing Team of the Year

Sponsoring a category award — £5000+VAT

Pre-Event Promotion

- ★ Your organisation name and logo will be featured on all marketing materials promoting the awards
- ★ Your organisation name, logo, and a link to your website will be published on our RCN Scotland Nurse of the Year Website
- ★ A representative from your organisation will be invited to join the judging panel for your award

Promotion during the awards ceremony

- ★ A representative and guest from your organisation will be invited to attend the awards ceremony and dinner
- ★ Your organisation name and logo will be printed in the awards ceremony programme
- ★ The name of your organisation will be printed on your selected award trophy and certificates
- ★ The name of your organisation will be featured on promotional screens throughout the evening
- ★ A representative from your organisation will present your award onstage alongside a senior member of the RCN's leadership

Following the awards ceremony

- ★ Details of your organisation will be included in communication to the media on the award winners
- ★ Sponsors are given first refusal on sponsoring their award in the next awards round.



Sponsoring the Nurse of the Year award – £10,000+VAT

By sponsoring our overall Scotland Nurse of the Year 2024 award your organisation will not only experience the promotional opportunities of the category award sponsors, including:

- ★ **Pre-Event Promotion**
- ★ **Promotion during the awards ceremony**
- ★ **Promotion following the awards ceremony**

You will also benefit from the increased exposure garnered from a higher media interest in our Scotland Nurse of the Year. No matter where in Scotland our winner is from, your organisation profile will be promoted.

Previous coverage of our 2022 winner included:

- ★ News articles featured in national and regional publications
- ★ Radio interviews with our winner
- ★ TV interviews with our winner
- ★ Increased social media presence with lead photos depicting the special trophy



Other sponsorship opportunities

Costs will depend on the option you choose to sponsor

Hospitality partners can choose to sponsor specific elements of our ceremony. Some examples include:

- ★ Our welcome drinks reception
- ★ Flowers for our award winners and finalists
- ★ Table centre pieces

See contact details at the back of the brochure to discuss bespoke options.



Get in touch

We would be delighted to speak to you regarding your interest in sponsoring an award or hospitality package for our RCN Scotland Nurse of the Year Awards 2024.

To discuss options or bespoke packages, please contact us on the details below:

Contact: Joanne Noble

Email: scotlandnurseawards@rcn.org.uk

Tel: 0131 662 6165