

BY DOCTORS, FOR DOCTORS, FOR PATIENTS



## Category Sponsorship Opportunities

Wednesday, 23 May, 2012, London Hilton on Park Lane

# BMJ Group Improving Health Awards

Wednesday, 23 May, 2012, London Hilton on Park Lane

## Categories for 2012

Research Paper of the Year  
Improvement in Patient Safety  
Clinical Commissioning Team of the Year  
Working in Partnership  
Global Health Initiative  
The "Karen Woo" Award  
Excellence in Healthcare Education  
Clinical Leader of the Year  
Healthcare Communication Campaign  
Sports and Exercise Team of the Year  
Junior Doctor of the Year  
Transforming Patient Care using Technology

**Contact:**

Joy Clarke

Senior Sales Manager, BMJ Group

Email: [jclarke@bmjgroup.com](mailto:jclarke@bmjgroup.com)

Tel: +44 (0)20 7383 6055

Mobile: 07771 808167

[groupawards.bmj.com](http://groupawards.bmj.com)



## Help us make a real difference to improving health in the UK

Very few opportunities exist for companies to make a tangible difference to the wider society within which they operate. The **BMJ Group Improving Health Awards** is one such occasion.

### What is the BMJ Group?

The BMJ Group's primary purpose is to support doctors in improving patient outcomes by making a real difference to clinical practice, not just in the UK but worldwide.

Our flagship journal, the *British Medical Journal (BMJ)* reaches out to over 120,000 doctors in the UK and elsewhere. Its blend of challenging editorials, original research, commissioned reviews, international news, and the views of readers make the *BMJ* an essential weekly read for doctors throughout the world.

### But we are so much more than just the *BMJ*.

As a Group, our wide range of products and services has an international scope and coverage extends across all aspects of patient management.

**4 million** users visit our sites each month.

**84%** of clinicians changed their practice after completing a *BMJ Learning CPD* module.

**90,000** clinicians use the international source of the best available evidence, *Clinical Evidence*, every month.

**150,000** clinicians used the leading online assessment study tool, *onExamination*, to pass their exams.

**2,500** attend individual physician and GP *BMJ* Masterclass sessions.

**100,000+** subscribers in the UK and over 200,000 doctors worldwide subscribe to over 40 specialty **BMJ Journals**.

### What are the BMJ Group Improving Health Awards?

*By doctors, for doctors, for patients*

Awarded "by doctors, for doctors, for patients", the BMJ Group Improving Health Awards are a practical demonstration of the BMJ Group's desire to make significant improvements to "medical best practice", both here in the UK and internationally, by actively promoting an evidence-based approach to health improvement.

The 2012 Awards will showcase the very best medicine currently being practised in the UK and will provide an opportunity to recognise and celebrate excellence and to share this knowledge and expertise widely among the medical profession.

## How do these Awards improve health and patient outcomes?

- By recognising and acknowledging doctors' best practice in all key medical areas; then by showcasing it and sharing it with other doctors, on a global basis.
- By reaching out directly to patients to champion the great medical practice that exists in the UK.

## Why get involved?

Improving patient outcomes is the single most important benefit to follow from evidence-based discussion and debate on health and healthcare. These awards will provide the foundations upon which those improvements will be embedded and shared throughout the profession.

For doctors the peer recognition bestowed on our winners makes receiving a BMJ Group Improving Health award a truly career-defining moment.

## Where does it take place?

The Awards will take place in the Ballroom at the London Hilton on Park Lane.

## When is it happening?

The Awards presentation and celebration will take place on Wednesday, 23 May, starting at 6.30 pm until midnight.

## Who will be attending?

Over 500 doctors, plus researchers, representatives from the Royal Colleges, research foundations, Government ministers, advisers and policy-makers, together with corporate sponsors.

## Who has sponsored the Awards to date?

Since its inaugural year the Awards have attracted support from world-class companies involved in health and healthcare.



## What are the benefits?

The benefits to your organisation of sponsoring the BMJ Group Improving Health Awards are far reaching:

- You can help make a real difference to improving the health of the UK. Your organisation will be associated with a high profile, nationally promoted programme aimed at showcasing and spreading the very best of current medical practice.
- Your support will help doctors improve their knowledge and professional skills and, in so doing, directly impact upon the health of the patients they serve.
- Your support is a tangible demonstration to your customers, employees and other stakeholders of your commitment to contributing socially to the society in which you are operating commercially.

# Sponsorship packages

---

## Category Sponsorship Package - £Negotiable

The category sponsorship package consists of exclusive sponsorship of a chosen category.

### Pre Event

#### Advertising

As a sponsor your company logo will be used on all print and online advertisements on [bmj.com](http://bmj.com), in the *BMJ* and in relevant specialty BMJ Journals.

- Postcards and leaflets calling for entries will be distributed at various conferences around the world.

#### Email

Your logo to appear on:

- over 25 HTML promotional emails campaigns featuring your logo sent to over 80 societies, 175,000 authors, 170,000 doctors, 2,500 UK GPs attending BMJ Masterclasses and over 130,000 clinicians using OnExamination for their exam prep.
- Sponsor logos will be hyperlinked to a predetermined page on the sponsor's website.

#### Editorial / PR

- Extensive editorial coverage about the Awards to prominently feature the category sponsor's logo, where relevant.
- Sponsor logos and involvement will also be included in the press releases and communications between the BMJ Group and press offices, national and international media and over 3,500 journalists sent information in weekly press updates.

## Web/Online

- Corporate 'skyscraper' advert as supplied by sponsor to run on rotation on groupawards.bmj.com.
- Corporate banner advert as supplied by sponsor to appear on all BMJ Group websites.
- Awards call for entries and book your seats skyscrapers featuring all sponsor logos to appear on all BMJ Group websites.
- Sponsor logos will appear on the Awards website homepage and within the dedicated sponsors' page.
- Sponsor logos will be hyperlinked to a predetermined page on the sponsor's logo.
- Sponsor corporate information (150 words) will accompany the sponsor's logo on the Sponsors page of groupawards.bmj.com.
- New sponsor announcement on the Awards website, multiple BMJ Group social media platforms and to feature in the quarterly BMJ Group News.

## Entry and Table Booking forms

- Sponsor logos will be incorporated into both the entry and table booking forms, which will also be hyperlinked to a predetermined page on the sponsor's logo.

## Judging

- Sponsors can attend the category judging meeting as an observer only.

## Other

- Sponsors will be sent a monthly report detailing the marketing activity that BMJ Group has undertaken.
- Awards logo will be provided to use in your marketing communications.
- Sponsors are required to promote their category with their own business partners/intermediaries in order to drive entries levels and quality. The BMJ Group marketing and sponsorship teams can provide advice on how to maximise entries.

## The Event

### Event Programme

- Sponsor logo to appear on the menu and running order page of the Event Programme.
- Full page corporate advertisement as supplied by sponsor to appear in the Event Programme.
- Sponsors will be given access to the Awards guest list (names and titles only) 48 hours before the event.
- Sponsors will receive 5 hard copies of the Event Programme.

### Champagne Reception

- One high table and branded area within the drinks reception to meet and entertain guests, and finalists in your sponsored category.
- Champagne and soft drinks will be provided at the Reception.

### Sponsor table

- Seat on a VIP table for a senior executive.
- Sponsor table will be positioned in prime position close to the stage.
- One table of 10 is included to host evening for colleagues and partners.
- Additional tables can be booked and sponsors can receive a 10% discount.

- Three course meal plus half bottle of wine per person.

## Sponsor branding at the BMJ Group Improving Health Awards

- Prominent branding on the stage and in the AV alongside BMJ Group.
- Video loop sponsor logo to appear on screen prior to Awards and during dinner.
- Video sting sponsor logo to appear on screen immediately before the host opens the Awards.
- Sponsor logo to feature onscreen during category winner award presentation.
- Sponsor logo to appear on static graphics – banners, Oscar board, tickets and finalist certificates.

## Award presentation

- Senior sponsor representative to present trophy to category winner.
- Opportunity for video interview to take place after trophy presentation of sponsor senior executive and winner.
- Sponsor logo will be engraved on the winner's trophy.

## Post Event

### PR Coverage / Editorial

- The *BMJ* will run a two-page feature announcing the winners and all sponsors involved, featuring category sponsor's logo.
- Category sponsor logo to appear on relevant follow up features in the in *BMJ* and on [bmj.com](http://bmj.com).
- Category sponsor logo to appear on relevant PR communications promoting winners to the market and to other regional, national and international outlets.
- A press coverage report will be distributed to all sponsors one month after the event.

### Web/Online

- Winners' announcement including sponsors' involvement to feature on the BMJ Group Improving Health Awards website and BMJ Group social media platforms, including doc2doc and Facebook/Twitter.
- Sponsors logo branding will remain on the Awards website homepage and dedicated sponsor page.

### Photography and video

- Official photographs will be taken at the ceremony of your table and your category winner receiving their award from your representative. These and general event photos will be sent to sponsors post-event and will be hosted on the Awards website.
- The video interviews of the winners will be hosted on the BMJ Group Improving Health Awards website, YouTube and via other appropriate social media.

### Other

- First option to renew category sponsorship in 2013.
- Involvement is also available for other BMJ Group events. These range from attendance at international conferences and speaking at BMJ Masterclasses to sponsorship of BMJ Learning modules and clinical decision support.

## Costs

### Category sponsorship – BMJ Group Improving Health Awards 2012

#### 1 Year Contract

2012 Cost: £30, 000 + VAT

#### 3 Year Contract\*

2012 Cost: £28, 200 + VAT

2013 Cost: £28, 200 + VAT

2014 Cost: £28, 200 + VAT

The 3 Year Contact protects the sponsor against a planned year on year rate increase of 6% per annum. Payment terms 25% on Booking, 75% 2 months prior to the event, 23 May 2012.

