2017 Collaboration opportunities

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200,000+ branded emails sent
47,764 page views from 14,248 unique users to The BMJ Awards website
19,422,217 timeline deliveries
567 contributors with 885,268 combined reach
1,276 tweets on the night

53 mentions in the press including 1 broadcast by London Live
320 entries received in 2016
600 guests

68 shortlisted teams
up to 16 categories
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How the awards are funded

The BMJ Awards are run on a break-even basis and have two revenue streams which finance two distinct streams of activity.

Those attending the awards ceremony and dinner purchase tickets which finance all costs associated with the evening event.

The second revenue stream comprises sponsorship and this is used to finance the costs not associated with the ceremony itself. These include: entry generation; shortlisting; judging; coverage of the shortlisted teams; the winners supplement; further dissemination of winning projects; PR and general admin.
“The BMJ Awards celebrate the inspirational work by doctors and their teams throughout the UK. Over a 6-month period more than 300 teams submit entries which our distinguished judges whittle down to 16 eventual winners and 60 shortlisted teams are all showcased in The BMJ.

Such a programme would not be possible without the support of our sponsors to whom we are enormously grateful. If you would like your organisation to share in the spotlight, alongside the winning teams, please get in touch. We would be delighted to work with you.”

Dr Fiona Godlee, Editor-in-Chief, The BMJ

Our goal in sponsoring the Awards is to build and strengthen our brand awareness across the UK. The BMJ provides a particularly strong channel to achieve this with the potential to reach more than 140,000 doctors nationwide.”

Gaelle Ainslie, Marketing & External Relations Manager, MDDUS Headline Sponsor
What The BMJ Awards can do for you

- Enhance your corporate profile through association with the biggest and best awards programme for British doctors
- Influence BMJ’s audience with your branding in print and online in The BMJ and our range of specialty journals
- Network with the leading lights of UK medicine including clinicians, policymakers and academics
- Support the spread of best practice and outcome-improving innovation
- Meet the best medical teams in the UK and the emerging stars of medicine
- Make your organisation synonymous with the quality agenda that The BMJ promotes
- Align your organisation’s goals with The BMJ Awards

Choose or suggest a category

The BMJ Awards covers the whole of UK medicine via a range of categories based both on medical specialties and on cross-specialty activities. We aim to achieve a good mix of categories each year and are very happy to consider suggestions from sponsors.

Recent categories

<table>
<thead>
<tr>
<th>Clinical Leadership</th>
<th>Diabetes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation</td>
<td>Gastroenterology</td>
</tr>
<tr>
<td>Patient Safety</td>
<td>Imaging</td>
</tr>
<tr>
<td>Primary Care</td>
<td>Mental Health</td>
</tr>
<tr>
<td>UK Research Paper</td>
<td>Palliative Care</td>
</tr>
<tr>
<td>Education</td>
<td>Women’s Health</td>
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</table>

By recognising innovation in the NHS, The BMJ Awards reminds the international medical fraternity that the UK excels in improving care for patients

Dr Hashim Ahmed, UCL, Innovation Team
A robust judging process

The BMJ Awards are backed by a robust judging process - which includes detailed scoring of every entry, live presentations to the expert judges, and peer review - those who win an award truly are the best of British medicine.

The high quality of the entries for this annual event continues to ensure that it remains as one of the very best of Health Awards. It provides brilliant recognition of outstanding healthcare within the UK!

Richard Lane OBE, President, Diabetes UK

Previous judges have included

**Mike Bewick**
Deputy Medical Director, NHS England

**Clare Gerada**
Medical Director, NHS Practitioner Health Programme

**Ian Gilmore**
Past President, Royal College of Physicians

**Iona Heath**
Past President, Royal College of GPs

**Bruce Keogh**
Medical Director, NHS England

**Parveen Kumar**
Professor of Gastroenterology, Barts and The London School of Medicine and Dentistry
The BMJ Awards timetable

2016

June
Agree categories with sponsors

July
Appoint category champions and introduce to sponsors

September
Deadline for judges to be appointed

October
Launch of The BMJ Awards 2017 incorporating sponsor branding. Press announcement with sponsor mentioned

2017

January
Entry period ends with sponsor branding on final email marketing and social media campaigns

February
Shortlist announced, coverage begins with sponsor logos appearing next to shortlisted features and in press releases for each category.

March
Live judging in BMA House - sponsors welcome to attend

April
Coverage of final shortlisted teams with sponsor branding

May
The BMJ Awards 2017: Thursday 4 May
Sponsor branding throughout the evening
Sponsor to present certificates to shortlisted teams
Sponsor VIP to present trophy to winner
Sponsor photo with winning team
Sponsor advertisement in winners brochure
Winners coverage appears in a special supplement in The BMJ
Sponsor Package

As a sponsor of The BMJ Awards you can benefit from the following opportunities before, during and after the event. The standard awards package costs £25,000.

**Before the event**
- Sponsor logo on The BMJ Awards website
- A sponsor’s guide to maximising your sponsorship
- “New sponsor” announced through social media
- Sponsor logo on the awards entry system
- Opportunity to attend face to face judging day as an observer
- Sponsor logo on print advertisements about The BMJ Awards
- Sponsor logo on e-tickets sent to all guests
- Access to guest list prior to the event
- 10% discount on additional table sales

**At the event**
- A table of 10 positioned in a prime position + senior executive to sit at a VIP table
- Sponsor branded poser table within the drinks reception
- Meet teams and present branded certificates to finalists
- Sponsor logo on twitter wall - visible throughout the event
- Sponsor logo on plasma screens and during category winner presentation
- Your representative on stage to announce winner
- Sponsor logo on table menu, signage and table plan and on logo photo board where photographs are taken of the winner and sponsor

**Bespoke elements (additional cost)**
- Sponsorship of The BMJ Awards poster exhibition on the afternoon of the awards
- Winning team in your category invited to present at the BMJ Careers Fair, attended by c2,000 UK clinicians
- Invitation for winning team in your category to present at the International Quality Forum attended by c3,300 international delegates
- A video package of the winning team in your category shot on location for you to host on your website

**After the event**
- Full recognition of sponsor in The BMJ’s winners supplement
- Full access to photographs from the night
- A summary of all press coverage
- Sponsor logo on the winners brochure app
- First option to renew category sponsorship

Previous sponsors have included

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The BMJ Awards
The BMJ Awards in numbers

- **13** categories
- **400+** entries received
- **60 shortlisted teams**
- **1** Lifetime achievement winner
- **685** guests
- **48** mentions in the press
- **491,000** emails sent
- **2800** tweets

The BMJ Awards in numbers

- **16** categories
- **68** shortlisted teams
- **200,000+** guests
- **1,276** branded emails sent
- **567** tweets on the night
- **53** mentions in the press including 1 broadcast by London Live.
- **885,268** combined reach
- **19,422,217** timeline deliveries
- **47,764** page views from 14,248 unique users to The BMJ Awards website
- **195** lifetime achievement winner

- **320** entries received in 2016
- **68** shortlisted teams
- **885k** twitter accounts reached (max)
- **1,276** tweets on the night
- **567** contributors with 885,268 combined reach
- **19,422,217** timeline deliveries
- **47,764** page views from 14,248 unique users to The BMJ Awards website
- **195** lifetime achievement winner