

the**bmj**awards

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

2017
Collaboration
opportunities

Contact: David Bell

07786 701747 dbell@bmj.com

Contents

03	Introduction from Dr Fiona Godlee
04	What the awards can do for you
04	The categories
05	The judging process
06	Timetable
07	Sponsor package

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

Clinical Leadership	Diabetes
Innovation	Gastroenterology
Patient Safety	Imaging
Primary Care	Mental Health
UK Research Paper	Palliative Care
Education	Women's Health



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



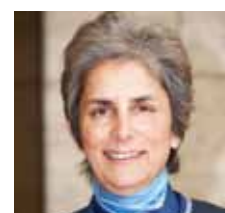
Ian Gilmore
Past President, Royal College of Physicians



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

November

Call for entries with sponsor branding on email templates and online entry system

December

Call for entries with sponsor branding on print and online advertisements

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

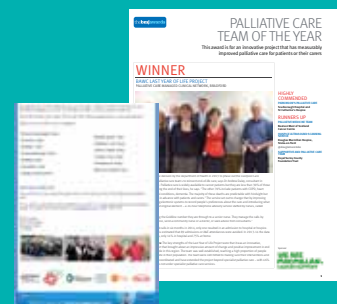
Coverage of final shortlisted teams with sponsor branding

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

Branding opportunities



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 email alerts encouraging entries and announcing table sales
- A full page advert to appear in winners brochure
- Sponsor logo to appear in The BMJ editorial coverage about the category shortlist
- Sponsor logo on e-tickets sent to all guests
- Access to guest list prior to the event
- 10% discount on additional table sales

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

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

Previous sponsors have included



The BMJ Awards in numbers



Up to
16 categories

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mentions in the
press including
1 broadcast by
London Live.

200,000+

branded emails sent

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in 2016



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