

LAING & BUISSON

Independent Specialist Care Awards 2012

Media Pack
Awards Sponsorship
Packages



12 *categories of award received almost* **200**

nominations from **30** *of the sector's biggest names*

those entries were boiled down to a shortlist of **46**

and set before a judging panel of **29** *highly respected*

care professionals who took their time to pick just

12 *winners*

after sharing dinner with some **350** *members of the*

independent healthcare elite, everyone will know the

12 *winners celebrated their success as part of the*

number **1** *specialist care sector event of* **2011**

Independent Specialist Care Awards 2012

Welcome

Following on from the success of our 2011 Awards, Laing & Buisson, the UK's leading provider of market intelligence to the independent healthcare sector, is proud to announce the second annual Independent Specialist Care Awards.

The objectives of the Independent Specialist Care Awards 2012 are to highlight the range of business achievements, professional skills, management leadership and spirit of enterprise amongst independent sector providers of social care services for adults with learning or physical disabilities or mental health problems including dementia, from care homes to supported living and homecare, and to pay tribute to those individuals and teams who have demonstrated outstanding excellence in their fields of work.

The Awards will be presented at a Gala Dinner in March 2012. This will be the culmination of a process taking place during the latter part of 2011 to find, evaluate and finally to judge the best that the independent sector has to offer.



William Laing
Chief Executive
Laing & Buisson

Independent Specialist Care Awards 2012

The categories

For this second event, 20 categories of award will be presented.

These are*:

- 1 Supported Living
- 2 Autistic Spectrum Services
- 3 Brain Injury Rehabilitation
- 4 Homecare
- 5 Care Home Provider
- 6 Care Pathways
- 7 Training and Dissemination of Good Practice
- 8 Specialist Education
- 9 Early Intervention and Prevention
- 10 Outcomes
- 11 Best Use of Technology
- 12 Best Design and Construction Company
- 13 Personalisation
- 14 Innovation
- 15 Legal Advisor of the Year
- 16 Accountancy Firm of the Year
- 17 Best Commissioner of the Year
- 18 Investor of the Year
- 19 Entrepreneur of the Year
- 20 Personality of the Year



Please visit www.laingbuisson.co.uk for further details and to view the criteria for entry

* Laing & Buisson reserves the right to change the final category list

Independent Specialist Care Awards 2012

Sponsorship Opportunities

The Laing & Buisson Independent Specialist Care Awards 2012 offers a unique opportunity for organisations which operate in or support and provide services to the sector to place their names before their client base. Sponsorship opportunities exist for each of the 20 categories, as well as for the Gala Dinner itself.



Why sponsor the awards?

The Independent Specialist Care Awards offer excellent opportunities to help sponsors achieve their objectives for company/brand awareness, sales and marketing. There are four categories of sponsorship package available - Platinum, Gold, Silver and Bronze.

General benefits:

- Increase your organisation's exposure at a highly prestigious event
- Superb networking opportunities
- Achieve considerable industry PR
- Target the most influential people in the sector via Laing & Buisson's uniquely powerful database
- Get your organisation noticed by key decision makers
- Use the Awards to communicate your company's services and values
- Promote your organisation through *Community Care Market News*
- In 2011 several hundred nominations were received for the Awards, while over 350 people attended the Gala Dinner



Independent Specialist Care Awards 2012

Sponsorship gallery

As a sponsor of the Independent Specialist Care Awards 2012 your company's logo will form an integral part of the event's publicity - in the pre-event campaign, the run up to the Gala Dinner and in our post-awards reportage.



Early awareness campaigns are run in Laing & Buisson's business newsletters as well as sent to a vast database of named sector contacts through mail shots and email. The earlier that sponsors get on board the more exposure they will achieve.



All sponsors will see their company logos featured prominently in the vast portfolio of printed materials distributed as part of the Awards - from launch flyers, nominations brochures, Gala Dinner invitations and the event brochure distributed on the night, through to the winners' trophies and finalists' certificates. And dedicated areas on the Laing & Buisson website will feature all sponsor's logos.



Your name and logo will feature in exclusive slots in Laing & Buisson's well-respected business newsletter *Community Care Market News* as well as in adverts placed in all relevant market reports published by the analyst.

Independent Specialist Care Awards 2012

Platinum Package - title sponsorship

One single platinum sponsorship package is available, offering title sponsorship of the Independent Specialist Care Awards 2012.

Platinum sponsorship entitlements:

- Title sponsorship - *The Laing & Buisson Independent Specialist Care Awards 2012 in association with [sponsor's name here]*.
- A representative from the sponsor's organisation will be given the opportunity to present the opening keynote address (five minutes) at the Gala Dinner
- Sponsor's name on each of the winners' trophies and finalists' certificates
- An exhibition stand from the sponsor's organisation at the Gala Dinner
- Sponsor's company logo will feature prominently and exclusively on the centre stage set at the Gala Dinner
- A full page advertisement (special position - usually back cover) in the Awards programme
- Three tables (30 places) at the award ceremony for sponsor and guests



Renos Sideras from the 2011 title sponsor, CuroCare

Promotion:

- A full page advertisement in *Community Care Market News* in the November 2011 and December/January 2012 issues
- Sponsor's company logo featured on the Laing & Buisson website, event programme, press releases and all pre- and post-event publicity including the Gala Dinner invitation

Platinum package price available on request

Independent Specialist Care Awards 2012

Gold Package

Twenty gold sponsorship packages are available to partner the twenty Awards categories.

Gold sponsorship entitlements:

- Sponsorship of one Award category of their choice (subject to availability) and promoted as *The Innovation Award sponsored by [sponsor's name here]*
- The winner's trophy to be similarly engraved
- The sponsor will present and announce the winner of the Award
- Sponsor's company logo will appear on the finalists' certificates for the chosen category
- A full page advertisement in the Awards programme, adjacent to the category being sponsored
- One table (10 places) at the award ceremony for the sponsor and guests

Promotion:

- A quarter page advertisement in *Community Care Market News* in the November 2011 and December/January 2012 issues
- Sponsor's company logo featured on the Laing & Buisson website, event programme, press releases and all pre- and post-event publicity including the Gala Dinner invitation



Host of the 2011 Awards,
John Sergeant



Gold package costs £10,500 (plus VAT)

Independent Specialist Care Awards 2012

Silver Package

Silver sponsorship packages are available with the following entitlements:

- Exclusive branding opportunity at the champagne reception
- A full page advertisement in the Awards programme
- One table (10 places) at the award ceremony for the sponsor and your guests



Promotion:

- Sponsor's company logo featured on the Laing & Buisson website, event programme, press releases and all pre- and post-event publicity including the Gala Dinner invitation

Silver package costs £9,500 (plus VAT)



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Bronze Package

Bronze sponsorship packages are available with the following benefits:

- A full-page advertisement in the Awards programme
- One table (10 places) at the award ceremony for sponsors and guests

Promotion:

- Sponsor's company logo featured on the Laing & Buisson website, event programme, press releases and all pre- and post-event publicity including the Gala Dinner invitation



The Laing & Buisson team

Bronze package costs £4,500 (plus VAT)

Independent Specialist Care Awards 2012



Winners at the Independent Specialist Care Awards 2011

To discuss the opportunities available at the 2012 Awards, please contact Laing & Buisson's head of sales Karen Ogilvie on 020 7923 5343 or email karen@laingbuisson.co.uk

Independent Specialist Care Awards **2012**

Independent Specialist Care Awards

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