LaingBuisson
Healthcare intelligence

ageUK
Love later life

29 Categories
350+ Nominations
850+ Dinner Guests
Champagne Reception
Host: Alexander Armstrong
Charity Partner

"Many congratulations on such a superbly organised and well attended event. Superb venue and good to see such a diverse audience"

Awards 2018

Sponsorship Opportunities

THURSDAY 15TH NOVEMBER 2018
PARK PLAZA WESTMINSTER BRIDGE, LONDON

#LBAwards
laingbuissonawards.com

About the Awards

The LaingBuisson Awards are the Oscars of health and social care. In their 13th year of recognising excellence, they are judged independently and objectively and focus on the people providing the care as well as their advisors.

Last year we received **over 350 nominations**, with the winners on the night receiving their Awards in front of an audience of over **850** of their peers. The Awards are hosted at the Park Plaza Westminster Bridge, a fantastic, modern venue in sight of the Houses of Parliament and opposite St Thomas's Hospital.

Our charity partner

This year we are proud to be supporting Age UK, the leading charity for older people.

Funds raised on the night will enable Age UK to help older people stay independent, well and connected for longer. This cause is particularly close to our hearts and we hope it will also resonate strongly with you.

Last year we raised over £25,000 for Cancer Research UK to fund their researchers in the fight against cancer. We look forward to raising more money this year, in aid of Age UK.

The Intelligent Healthcare Awards

Our host

Alexander Armstrong is an actor, writer, and one of the most accomplished, recognisable hosts in the country. He is one half of Armstrong & Miller, co-host of the hugely popular quiz *Pointless* and a regular guest presenter on *Have I Got News For You*.

Alexander has chaired Channel 4's *The Best of the Worst*, and *Don't Call Me Stupid*. Other TV credits include the dramas *Life Begins*, *Mutual Friends* and *Doctor Who*. He frequently pops up on Radio 4.

Evening schedule

Venue	Park Plaza Westminster Bridge, London, SE1 7UT
6:30 PM	Champagne Reception
7:30 PM	Dinner
9:30 PM	Presentation of the LaingBuisson Awards
10:45 PM	Networking & Musical Entertainment
1:00 AM	Carriages
Dress code	Black Tie

The Evening

Guest profile

The LaingBuisson Awards audience comes from a wide range of specialisms across UK healthcare, with the majority of guests being key decision makers in their organisations. Last year we had **more than 70 CEOs and Heads of Healthcare** in attendance.

This event offers a unique opportunity for organisations who operate in, or support and service, the fast developing world of independent health and social care to network and promote themselves to clients and their peers.

Why sponsor the Awards

Put yourself in front of **key decision makers and influencers** in the UK's £43.2 billion independent health and social care market from the public, private and third sectors.

Raise **brand visibility** with the leading names in independent acute health services, social care and childcare provision.

Highlight your team's achievements nationally and celebrate industry excellence and innovation.

Align your brand with the UK's leading provider of health and social care market intelligence and data solutions.

Secure your competitive edge through networking and face-to-face contact with the decision makers who use your products and services.

Sponsoring the Awards

Gala Dinner Opportunities

Tickets and table packages

Opening with a Champagne Reception, followed by a three course gala dinner and then topped off with post-ceremony entertainment, and networking drinks until 1am.

	Member / Subscriber* Discount	Standard Pricing
Champagne Package - premium table for ten - three course dinner; two bottles of champagne; six bottles of wine; unlimited soft drinks; branded table place cards; corporate branding in table centre; half page advert in Awards programme	£3,300 +VAT	£3,995+VAT
Celebration Package - table for ten - three course dinner; four bottles of wine; quarter page advert in Awards programme	£2,950 +VAT	£3,700+VAT
Gala Package - table for ten - three course dinner	£2,600 +VAT	£3,100+VAT
Individual Ticket - three course dinner	£295 +VAT	£345 +VAT

Advertising in the souvenir Awards brochure

By taking out an advertisement in the souvenir LaingBuisson Awards brochure you are guaranteed to reach each and every one of the 850-plus guests expected to be with us this November. Congratulate your team members for their Award nomination and show your support for UK independent health and social care.

Full Page insert	£500 +VAT
Half Page insert	£350 +VAT
Quarter Page insert	£225 +VAT

Host a meeting point drinks table

Host a drinks table during the champagne reception - poseur table with corporate branding, ice bucket and drinks. **£500 +VAT**

*Discount for all purchasers of a LaingBuisson membership package or subscription to Healthcare Markets and/or Care Markets.

Become a single or multi-year sponsor

	Lead Sponsor	Executive Sponsor	Individual Award Sponsor	Champagne Reception Sponsor	Entertainment Sponsor
Opportunity to deliver brief welcoming remarks prior to the Gala Dinner	✓				
Wall art block covering in ballroom*	✓			✓	
Wall art installation in entertainment area*	✓				✓
Opportunity to send one dedicated e-blast to our Awards mailing list	✓				
Private VIP drinks area during the champagne reception	✓				
Wine and champagne with dinner	✓	✓		✓	✓
Opportunity to have a promotional item placed on every dinner seat	✓	✓			
Access to the Awards guest list prior to the night	✓	✓		✓	✓
Full page advertisement in one of LaingBuisson's Care Markets or Healthcare Markets*	2	2		2	1
Recognition in call for nominations of chosen award	✓	✓	✓		
Opportunity to present a chosen award, sponsor logo on award certificate and two photographs with host and winner	✓	✓	✓		
Tickets to the Gala Dinner	10	10	2	10	10
Advertisement in the official souvenir Awards brochure*	Full Page	Full Page	Quarter Page	Full Page	Half Page
Corporate branding on Ballroom archway entrance*	✓	✓	✓	✓	✓
Sponsor logo on all Awards promotional material*	✓	✓	✓	✓	✓
Choose and name the LaingBuisson Awards 'welcome cocktail'*				✓	
packages per annum priced at (+VAT)	£22,000	£15,000	£2,500	£15,000	£10,500

The Packages

*Subject to sponsorship being confirmed prior to printing and distribution of marketing materials.

Sponsor an Award and receive

- Recognition in call for Awards nominations
- Two free tickets to the Awards Gala Dinner
- Photo opportunity with host and winners
- Your logo on the Award certificate
- Quarter page advert in the Awards programme
- Your logo in sponsor recognition material
- Your logo and link on the website

Award Sponsorship priced at £2,500 +VAT

29 Award Categories

Social Care

Residential Care
Specialist Care
Supported Living
Homecare
Housing with Care
Children's Services

Clinical Services

Private Hospital *(Acute and Mental)*
Private Hospital Group *(Acute and Mental)*
Primary Care & Diagnostics
Healthcare Outcomes
Nursing Practice
Rehabilitation

Innovators & Leaders

Public Private Partnership
Management Excellence
Innovation in Care
Innovation in Technology
Excellence in Training
Rising Star
High Growth

Investors & Finance

Investor
Lender
Financial Advisor

Property

Property Consultant
Property Investor
Property Developer

Advisors

Management Consultant
Recruiter
Legal Advisor *(Public)*
Legal Advisor *(Independent)*

Sponsor an Award

The Awards venue has multiple branding opportunities at a range of prices

Window graphic logos

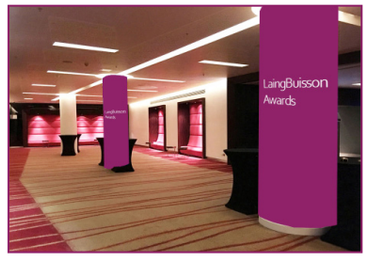
Logos featured on the glass staircase to both the champagne reception and Awards dinner levels.

£400 +VAT *for two reusable static cling window graphics*

Wall art block covering

Highest profile positioning in the main ballroom to display your branding on one of the six art block coverings in the room, giving excellent brand visibility throughout the gala dinner and Awards ceremony.

£1,000 +VAT *per art block covering*



Pillars in front of the bar

Within the entertainment and bar area on the ballroom floor there are five pillars that would provide visibility in a high traffic area during and after the Awards ceremony.

£850 +VAT *per pillar*

Wall art covering

The prime branding location in the entertainment area. There are only two wall sections available of this type.

£500 +VAT *per art covering*

Wall between chairs and lobby

In the ballroom bar area there are two wall section facing the main ballroom entrance to the sit down dinner and Awards ceremony that are brandable.

£500 +VAT *per wall*

Wall between seats

In the ballroom entertainment and bar area there are two wall sections available that provide brand visibility in the main dancefloor area during the after dinner party.

£600 +VAT *per wall*

Branding Opportunities

“I thought the LaingBuisson Awards last night were excellent. Gyles Brandreth did a great job of presenting. I have to go to so many of these awards events and so often the presenters are boring or not funny, yet he was excellent.”

“What a brilliant event last night was. It was very well organised from start to finish and we all really enjoyed our evening.”

“Just wanted to say a belated but very big thank you for your hospitality last week. The Awards were amazing, as always and my colleagues had a brilliant night “

“I think I speak for all our team when I say we all had a fantastic evening, so thank you.”

“Thank you for your very kind hospitality at the event. It was a fabulous evening with great food, great wine and great company!”

“Well done all - a very slick event indeed - your best yet!!! Gyles is a terrific compere too.”

Testimonials

LaingBuisson
Healthcare intelligence

GenesisCare

Knight Frank

CACI

HAZLEWOODS
DRIVING LIFELONG PROSPERITY

HEALTHCARE MANAGEMENT SOLUTIONS

Bupa CROMWELL HOSPITAL

Advent International
GLOBAL PRIVATE EQUITY

isg

Spire Healthcare

Ascot Rehab
Recovery through excellence

RAMSAY HEALTH CARE
People caring for people

Avery | Care With A Difference

Alzheimer's Society
United Against Dementia

Aspen Healthcare

Charles Hunter
ASSOCIATES

HCA International

ihl

COMPASS EXECUTIVES

RBS™

BMI Healthcare

DAC beachcroft

CarterSchwartz
Talent acquisition for care and education

lifeways

Gilbert Meher
SEARCH & SELECTION

Cambian

brownejacobson
health lawyers

SHAWBROOK BANK

Previous Sponsors

Connell Consulting

anglomedical

Get in touch

If you would like to increase visibility and align your brand with thought leadership and healthcare excellence contact your LaingBuisson account manager to discuss the sponsorship and branding opportunities in more detail, or visit our Awards website at **laingbuissonawards.com**

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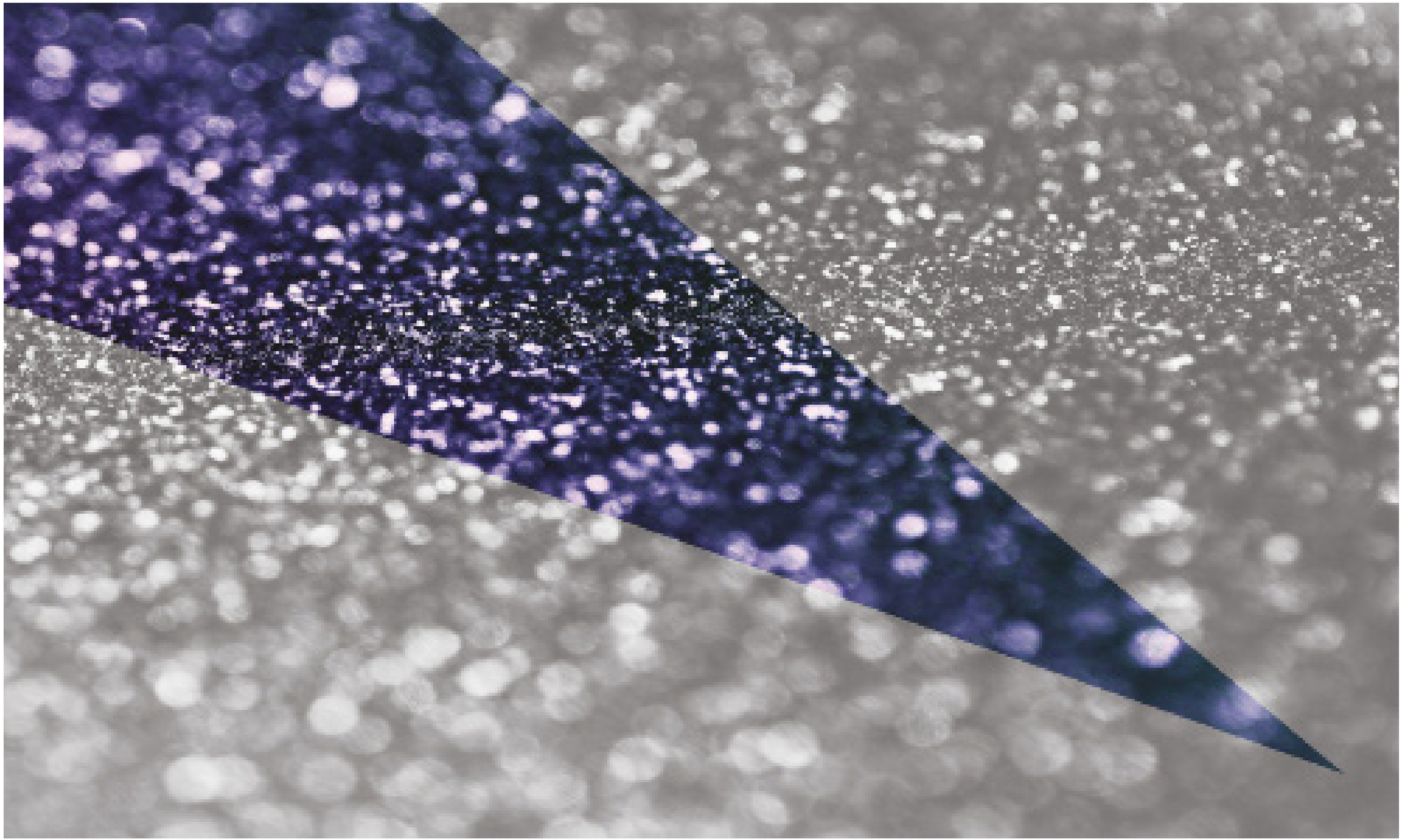

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