

Professional Care Workers Week



the
care
workers'
charity

EVENT DATE

Monday 16th to Friday 20th
September

EVENT LOCATION

Online

EVENT OVERVIEW

Professional Care Workers Week is an annual celebration dedicated to honoring the dedication and hard work of care workers across the UK. Now in its 7th year it brings together care sector leaders, decision makers, people drawing on social care and care workers to discuss issues impacting care and plans ways to work together to make the sector stronger.

GOLD SPONSORSHIP - £10,000

- Sponsorship of 10 Professional Care Worker Week Online Events: With logo shared on all marketing materials for these events and online during event.
- Sponsor mention: During opening and welcome of all sessions across the week
- Representative: From your organisation on a PCWW panel discussion
- Website Feature: Be prominently featured in a dedicated blog post on our official website, showcasing your support for care workers and your commitment to the social care sector.
- Newsletter Inclusion: An article in our newsletter sent to 22,000+ people across the social care sector.
- Marketing Materials: Your logo included in all marketing materials related to Professional Care Workers Week 2024, including event flyers, social media posts, and press releases.
- Networking Opportunities: Access to a network of industry leaders, policymakers, and influencers in social care.
- Brand Alignment: Align your brand with a highly respected event at a prestigious and exclusive location dedicated to supporting and advocating for care workers.
- Corporate Social Responsibility: Demonstrate your commitment to social responsibility and community support by investing in the welfare of care workers.

SILVER SPONSORSHIP - £5,000

- Sponsorship of 5 Professional Care Worker Week Online Events: With logo shared on all marketing materials for these events and online during event
- Website Mention: Acknowledgment of your support on our official website.
- Newsletter Feature: Mention and thank you in our newsletter sent to 22,000+ people across the social care sector.
- Marketing Inclusion: Your brand and logo will be mentioned in select marketing materials for Professional Care Workers Week including select event flyer and mentions in our promotional posts on social media.
- Networking Opportunities: Access to a network of industry leaders, policymakers, and influencers in social care.
- Brand Alignment: Align your brand with a highly respected event dedicated to supporting and advocating for care workers.
- Corporate Social Responsibility: Demonstrate your commitment to social responsibility and community support by investing in the welfare of care workers.

BRONZE SPONSORSHIP - £2,000

- Sponsorship of 2 Professional Care Worker Week Online Events: With logo shared on all marketing materials for these events and online during event
- Website Mention: Recognition of your support on our official website.
- Newsletter Feature: Mention in our newsletter and thank you in our newsletter sent to 22,000+ people across the social care sector.
- Marketing Inclusion: Logo shared in selected marketing materials for Professional Care Workers Week including your logo and name featured at the start of your selected session
- Networking Opportunities: Access to a network of industry leaders, policymakers, and influencers in social care
- Brand Alignment: Align your brand with a highly respected event dedicated to supporting and advocating for care workers
- Corporate Social Responsibility: Demonstrate your commitment to social responsibility and community support by investing in the welfare of care workers

With your support and high profile in the sector, we can work together to continue to make a meaningful difference in the lives of care workers and their families. Thank you for considering sponsorship and your commitment to supporting those who dedicate their lives to caring for others.