



ANNUAL SPONSORSHIP

— OF THE WELLCHILD AWARDS PROGRAMME —



“Each of you, through your heartfelt commitments, make it possible for these and other children to live the life that they deserve – at home, with their families.”

WELLCHILD PATRON THE DUKE  
OF SUSSEX AT THE WELLCHILD AWARDS



# The WellChild Awards Ceremony



## Unique sponsorship opportunity of this high-profile event

The annual WellChild Awards culminates in one of the most high-profile events in the charity calendar. It achieves outstanding audience reach, including national and regional media coverage throughout the year, thanks to an engaging and extensive marketing campaign.

Established in 2005, the Awards celebrate the remarkable and inspirational bravery of children and young people from across the UK who have coped, against the odds, with a serious illness or disability. The Awards also highlight the individuals, especially the carers and health professionals who make a real difference to the lives of seriously ill children and their families.

Often a once in a lifetime opportunity for the winners and their families to attend the exclusive invitation only event, regularly attended by WellChild Patron, The Duke of Sussex, who in 2019 was accompanied by The Duchess of Sussex and many other celebrity supporters.

COVID-19 meant the Awards had to be cancelled in 2020, but we were delighted to see a smaller scale version of the ceremony return in 2021, with the Duke of Sussex meeting all the winners to discuss and shine a light on the challenges they have faced during the pandemic, whilst bringing some much-needed hope and positivity to their lives.

We are delighted to return to a larger scale event this year, and The WellChild Awards Ceremony will be held in London in the Autumn 2022, with the date and venue to be confirmed.





# Audience reach

Partnering with WellChild for this project gives each sponsor the opportunity to create an engaging, targeted marketing campaign surrounding each category and its winner or nominees.

## 2021 Highlights:

- Overall combined media and social impressions around 520 million.
- 8-Page feature in HELLO! Magazine in the week following the event.
- Extensive national press and broadcast coverage including footage featured on BBC News At Ten, a top story on the BBC News website, and footage on ITV's Lorraine.
- Record social media impressions including almost 2 million on Twitter.

## 2019 Highlights:

- Record number of visitors driven to the WellChild website.
- Media partnership with HELLO! Magazine.
- Over 1,701 news items reaching over 307.10 million people
- National television coverage on BBC Breakfast, ITV Lunchtime News, ITV News at Ten, Lorraine, ITV Good Morning Britain, Victoria Derbyshire, Loose Women, Politics Live, Jeremy Vine, Five News, Sky News and others.
- National newspaper print coverage in WOMAN Magazine, The Daily Telegraph, The Sun, Daily Mail and others.
- First full live broadcast of the WellChild Awards on Facebook watched by 10,000 people.

As featured in...



and many more...

# Celebrity supporters

Left to right: Ed Sheeran with Award Winner Becky; Ronnie and Sally Wood with WellChild Award Winner Rhea, Stormzy with Award Winner Marni, Dr Ranj, WellChild Patron The Duke of Sussex, The Duchess of Sussex and Award Winner William, Amanda Holden, singer Anne Marie, Tan France and Rochelle and Marvin Humes.



# Sponsorship opportunity

## Key benefits

**Your £12,000 sponsorship package will entitle you to:**

- Sponsorship of one award category
- Branding at the event on printed materials
- 6 tickets to attend Awards ceremony – excellent client entertaining and networking
- Opportunity to meet celebrity ambassadors, supporters, and Award winners
- Inclusion in press releases, WellChild's website, and social media posts as part of WellChild's wider media plan
- Your logo added to your category winner's video, which is shared across social media platforms and available for your own marketing



CATEGORY	CHOOSE FROM...	RESERVED
CHILDREN AND YOUNG PEOPLE	Inspirational Child Aged 4-6	✓
	Inspirational Child Aged 7-11	✓
	Inspirational Young Person Aged 12-14	
	Inspirational Young Person Aged 15-18	
	Most Caring Child Aged 6-12	
	Most Caring Young Person Aged 13-18	
	Special Recognition	
PROFESSIONAL	Outstanding Professional	
	Nurse	✓
	Legacy	
	Doctor	

## Making dreams come true

We would be delighted to welcome you as a sponsor of the WellChild Awards 2022. Together, we will be able to celebrate the children, young people, and professionals who deserve to have their inspirational stories told.

“We have been on cloud nine and it really is a lovely place to be. We have been left with lasting memories of what can only be described as the best night of our lives”

Together, let us congratulate these extremely worthy winners – let us provide them with a night to remember they so richly deserve.

To reserve your chosen sponsorship category  
please contact:

Abby Guilding: [abbyguilding@wellchild.org.uk](mailto:abbyguilding@wellchild.org.uk)





WellChild is the national charity for seriously ill children and their families. More than 100,000 children and young people are living across the UK with serious or exceptional health needs. Many spend months, even years in hospital simply because there is no support enabling them to leave. Meanwhile those who are at home face inconsistent and inadequate levels of support.

Families WellChild support are delivering round-the-clock medical care behind closed doors. Many are reliant on external carers and the impact of COVID-19 has caused huge disruption and worry. Families caring for a seriously ill child continue to be more isolated than ever. Through WellChild's COVID-19 response service, online family information and support network, garden transformation projects and its nationwide network of children's nurses, WellChild is giving this isolated and vulnerable population the best chance to thrive – properly supported at home with their families.



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[wellchild.org.uk](https://www.wellchild.org.uk) Charity Registered in England and Wales 289600 and Scotland SC045010.



WellChild Nurse Esther and Phoebe