



Celebrating excellence in
community pharmacy

The Brewery, London | Wednesday, September 6, 2023

Sponsorship *Guide*

Sponsorship enquiries

Trevor Day – Key Account Manager
+44 (0)7880 461 744 · trevor.day@informa.com

Yue Zhuo – Business Development Manager
+44 (0)7407 891 600 · yue.zhuo@informa.com

WHY SPONSOR?



TARGET AUDIENCE

Our diverse community is made up of pharmacists, pharmacy managers, business owners, buyers and wholesalers, and includes previous winners such as: Boots, Day Lewis and Bedminster Pharmacy.



NETWORKING

Guests consistently remark on the excellent variety and seniority of the attendees that our event attracts, allowing them the opportunity to meet people they wouldn't ordinarily come into contact with.



BRAND AWARENESS

With months of promotion through C+D's key media channels, we ensure that your brand is brought to the forefront of the community pharmacy industry.



WHAT OUR SPONSORS SAY

"This years C+D awards were absolutely incredible. The event brought together some talented individuals and really gave a night where we could celebrate each others achievements. Thank you to the entire team who organised the event."

(2021 Sponsor)

"The C+D Awards show is the best awards show in the industry. It highlights all those in the Pharmacy sector that have gone the extra mile to help customers or change how pharmacies operate."

(2021 Sponsor)

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PROMOTIONAL CHANNELS

We reach more than 50% of the UK's community pharmacy audience with our C+D Awards promotion. Our ever-growing social media channels mean we can now target over 25,000 unique users.

WEBSITE

78,135*

Unique visitors

181,973*

Monthly Page views

EMAIL

22,500*

Bespoke

15,222*

Daily

"The one that matters. No awards shelf in a pharmacy is complete without a C+D Award."

SOCIAL MEDIA



21,100 followers



14,868 members



5,208 followers



3,091 followers

* Adobe Analytics Jan-June 2022, chemistanddruggist.co.uk, Provisional ABC report.

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HEADLINE SPONSORSHIP

PRE-EVENT

- Logo, bio and web link on the C+D Awards microsite
- Exclusive pre-event bespoke email to our 22k+ subscribers
- Social media welcome announcement
- Branding on marketing collateral sent to finalists
- Place on the Awards judging panel
- Branding on e-tickets sent to all attendees

ON THE NIGHT

- Three Premium VIP tables of 10, one for your team and clients, and two for pharmacy personnel guests of your choice
- Opportunity for an executive of the sponsoring company to announce the winner
- Video interview with sponsor representative
- Branding and full page advert in the awards digital programme distributed to all attendees prior to the awards and hosted on the C+D community
- Branding on the screens
- Branding on all signage

POST-EVENT

- Branding on post-event C+D Awards winners emails (22k+ subscribers)
- Exclusive post-event bespoke email to our 22k+ subscribers
- Branding on certificates sent to winners



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CATEGORY SPONSORSHIP

PRE-EVENT

- Logo, bio and web link on the C+D Awards microsite
- Social media welcome announcement
- Place on the Awards judging panel
- Branding on e-tickets sent to all attendees



Sponsors will have an unrivalled opportunity to promote themselves in the run-up to the Awards, to highlight their involvement on the night and communicate with winners post-event. These benefits are spread across online activity, and direct marketing, providing a solid platform for account management and new business opportunities.

ON THE NIGHT

- One Premium table of 10
- Opportunity for an executive of the sponsoring company to announce the winner
- Video interview with sponsor representative
- Branding and full page advert in the Awards digital brochure distributed on the evening
- Branding on the screens at the Awards
- Branding on all signage at the event

POST-EVENT

- Branding on post-event C+D bespoke emails (23k+ subscribers)
- Branding on posters sent to winners
- Branding on C+D Community

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2023 CATEGORIES

WE HAVE THE FOLLOWING 13 CATEGORIES

★ Above and Beyond Individual (public vote)

★ Above and Beyond Team (public vote)

★ Innovation of the Year Award

★ Community Pharmacist of the Year

★ Health Initiative of the Year

★ Independent Pharmacy of the Year

★ Manager of the Year

★ GP or PCN Pharmacist of the Year

★ Pharmacy Staff Member of the Year

★ Pharmacy Team of the Year

★ Trainee Pharmacist of the Year

★ Training and Development Award

★ Diversity and Inclusion Award



"It's a great evening with great entertainment and good networking opportunities. It was the perfect round off to a difficult year, celebrating everybody's hard work."

(Finalist)

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ADDITIONAL SPONSORSHIP OPPORTUNITIES



PHOTOBOOTH SPONSOR

- Branding in programme, near the booth and on all photos (can be emailed)
- Logo included in all awards marketing

DRINKS RECEPTION SPONSOR

- Branding in awards programme and within drinks reception area
- Logo included in all awards marketing

GUESTLIST SPONSOR

- Branding on the guestlist
- Logo included in all awards marketing



SOCIAL MEDIA SPONSOR

- Free standing unit to house large Twitter screen (as shown) with logo on branded display unit
- Twitter to be played intermittently on main screen during Awards dinner
- Logo included in all awards marketing

PROGRAMME SPONSOR

- Branding in programme as official sponsor
- Logo included in all awards marketing



GIN TRIKE OR CHEESE TRIKE

- Branding on or around trike
- Logo included in all awards marketing
- Branding in awards programme
- Serves up to 200 people

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C+D AWARDS 2023 TABLES (ADDITIONAL SPONSORSHIP OPPORTUNITIES)

STANDARD TABLE 10 GUESTS

At the event and includes entry to the Awards ceremony and the pre-ceremony drinks reception, dinner and entertainment.

STANDARD
TABLE
£2,995

EARLY BIRD
RATE
£2,895



PREMIUM TABLES 10 GUESTS

At the event and in addition to the standard table includes a premium and central location within the venue, a full-page advert in the guest list, a magnum of champagne and your company logo on the table number and a 10,000 standard banner impressions promotional campaign across C+D, to be run at a time to suit you (value £700).

PREMIUM
TABLE
£3,995

EARLY BIRD
RATE
£3,895

PLATINUM TABLE 10 GUESTS

At the event and in addition to the standard table includes a premium and central location within the venue, a full-page advert in the guest list, a magnum of champagne and your company logo on the table number and a 25,000 standard banner impressions promotional campaign across C+D, to be run at a time to suit you (value £2,100).

PLATINUM
TABLE
£4,745

EARLY BIRD
RATE
£4,595

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CONTACT

For further information about how the C+D Awards can enhance your marketing through sponsorship opportunities for your business, please contact:



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YUE ZHUO

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"Excellent showcase of the best aspects of community pharmacy. Inspired by the dedication of my colleagues especially considering how tough the last 18 months have been."

(Guest, 2021)