



**C+D**

**AWARDS**

**2022**

Celebrating excellence in  
community pharmacy

**Sponsorship**  
*Opportunities*



# WHY SPONSOR?

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## 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 nine 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

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*"An invaluable part of our strategy to connect with pharmacy, and demonstrate our commitment to support it."*

(Johnson & Johnson)

*"C+D Awards 2019 showcased the excellence that community pharmacy and pharmacists provide everyday to our patients in our communities. It was a privilege to be part of the wonderfully organised celebration."*

(2019 Sponsor)



# 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.

9 MONTHS'  
PROMOTION

## WEBSITE

**94,937\***  
Unique visitors

**221,748\***  
Page views

## EMAIL

**22,200\*\***  
Bespoke

**14,577\*\***  
Daily

## PRINT

**6,300†**  
Pricelist

**12,600††**  
OTC

## SOCIAL MEDIA

 **19,800** followers

 **4,900** followers

 **13,026** members

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



\* Adobe Analytics average Jan-June 2021.

\*\* Adestra email opens Jan-June 2021.

† Premium subscribers, QSS 2021.

†† Annually.



# HEADLINE SPONSORSHIP

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## PRE-EVENT

- Logo, bio and web link on the C+D Awards microsite
- Exclusive pre-event bespoke email to our 22k+ subscribers (worth £5,500)
- Social media welcome announcement
- Branding on pre-event bespoke emails (22k+ subscribers)
- Branding on marketing collateral sent to finalists
- Place on the Awards judging panel
- Banner MPU with logo on C+D.co.uk and C+D's 'Daily' newsletters
- Use of C+D Awards logo on your own marketing materials
- Branding on e-tickets sent to all attendees

## ON THE NIGHT

- Three Premium VIP tables of 10 (worth £3,450 each), 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

\* These tables may be spread across more than three depending on government guidelines at the time of the event.

## POST-EVENT

- Branding on post-event C+D Awards winners emails (22k+ subscribers)
- Exclusive post-event bespoke email to our 22k+ subscribers (worth £5,500)
- Branding on certificates sent to winners



£30,000+VAT



# CATEGORY SPONSORSHIP

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## PRE-EVENT

- Logo, bio and web link on the C+D Awards microsite
- Social media welcome announcement
- Branding on pre-event bespoke emails (23k+ subscribers)
- Branding on the C+D Community - a brand new platform launched in 2020
- Place on the Awards judging panel
- Banner MPU with logo on C+D.co.uk and C+D's 'Daily' newsletters
- Use of C+D Awards logo on your own marketing materials
- 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, print promotion and direct marketing, providing a solid platform for account management and new business opportunities.

\* These tables may be spread across more than three depending on government guidelines at the time of the event.

## ON THE NIGHT

- One Premium table of 10 (worth £3,450) \*
- 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

£20,000+VAT



# 2022 CATEGORIES

## WE HAVE THE FOLLOWING 14 CATEGORIES

★ Above and Beyond Individual (public vote)

★ Above and Beyond Team (public vote)

★ Business Innovation Award

★ Community Pharmacist of the Year

★ Health Initiative of the Year

★ Independent Pharmacy of the Year

★ Manager of the Year

★ Online Initiative of the Year

★ Pharmacy Staff Member of the Year

★ Pharmacy Team of the Year

★ Trainee Pharmacist of the Year (name change)

★ Training and Development Award

★ Pharmacy Design Award (bi-annual award)

★ Diversity and Inclusion Award



*"Good celebratory night, loads of networking, and good to spend time with other pharmacy professionals in a social atmosphere."*

(2019 attendee)

NEW  
AWARD FOR  
2022!





# 2022 SPONSOR COMPARISON

	HEADLINE sponsor	Category sponsor
<b>PRE-EVENT</b>		
Logo, bio and web link on the C+D Awards microsite	✓	✓
Exclusive pre-event bespoke email to our 22k+ subscribers (worth £5,500)	✓	
Social media welcome announcement	✓	✓
Branding on pre-event bespoke emails (22k+ subscribers)	✓	✓
Branding on marketing collateral sent to finalists	✓	✓
Place on the Awards judging panel	✓	✓
Banner MPU with logo on C+D.co.uk and C+D's 'Daily' newsletters	✓	✓
Use of C+D Awards logo on your own marketing materials	✓	✓
Branding on C+D Community platform	✓	✓
<b>ON THE NIGHT</b>		
Premium VIP tables of 10 (worth £3,450 each)	3	1
Opportunity for an executive of the sponsoring company to present the Award category	✓	✓
Video interview with sponsor representative	✓	✓
Branding and full page advert in the Awards digital brochure distributed on the evening and after the event	✓	✓
Branding on the screens at the Awards	✓	✓
Branding on all signage at the event	✓	✓
<b>POST-EVENT</b>		
Branding on post-event C+D bespoke emails (22k+ subscribers)	✓	✓
Exclusive post-event bespoke email to our 22k+ subscribers (worth £5,500)	✓	
Branding on posters sent to winners	✓	✓
<b>VALUE</b>	<b>£30,000 +VAT</b>	<b>£20,000 +VAT</b>

*"Fantastic venue, people, hosts. Well organised and very fun. Good time to network with other colleagues and peers. Overall was just fantastic."*  
(2019 attendee)



# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## PHOTOBOOTH SPONSOR

- Branding in brochure, near the booth and on all photos (can be emailed)
- Mention in programme and script

In 2019:

- 712 photos printed
- 343 photos e-mailed

£1,950+VAT



## BRANDED TWITTER WALL

- 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

£1,500+VAT



## GIN TRIKE OR CHEESE TRIKE

- Branding on or around trike
- Mention in programme and script
- Serves up to 200 people

£2,950+VAT





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

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## PREMIUM TABLES

- Magnum of champagne
- Table located in a central position
- Company branding on your table

£3,450+VAT

*"Excellent event to attend for Pharmacy Industry & Generic Pharmaceuticals Manufacturers. Great networking opportunities to meetup with so many UK based professionals in one evening."*  
(2019 attendee)



# CONTACT

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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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*"Great event with  
all the stars from  
the pharmacy world  
under one roof."*

(Pharmafocus)

