



**National Association of Care & Support Workers
Sponsorship Opportunities**

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Professional Care Workers Day

4th September 2019

On 4th Sep 2019, the National Association of Care and Social Workers will run the second annual Professional Care Workers' Day. It will be a day celebrating care work, with free gifts and consultations for care workers at a festival designed to reward and reaffirm the important work that they do.

In 2018, the day was greatly supported by CQC, NCF, Care England, Care Podcast, and other stakeholders. The topic went viral - it was trending on Twitter - and many care providers got involved, giving small gifts and appreciation to their workers. Our article published in *The Guardian* on the day received a great response, and helped to promote the day.

In anticipation of this year's festival, we are seeking sponsors to make it an even greater success. Sponsoring the day is an opportunity to show support for the workforce, and will likely get great social media exposure for those who contribute.

Main Sponsor £5000

- Opportunity to speak at the event
- Featured branding on promotional materials, such as banners and leaflets, and on the webpage for the event
- Inclusion in twice-weekly social media posts from May to October
- The opportunity to post to our blog
- Mention in the event press release, and any related articles and press
- Promotional materials at the main event in London
- Free stand at the event venue

Sponsor £1000

- Branding on promotional materials
- Branding on the event page
- Weekly social media posts from May to October
- Promotional materials at the main event London venue on the day

Annual Sponsoring of NACAS

The National Association of Care & Support Workers is a professional body for care workers. We are run by volunteers in a mission to improve the industry, working conditions for care workers, training standards; ensure registration of care workers, and respect and recognition they deserve.

We continuously work with industry stakeholders to promote care work, and show society what an amazing and rewarding career it can be.

By supporting NACAS, you can show support for the entire industry - and especially the workforce. You can support us in reaching more people in our mission.

Main Sponsor £8000

- Opportunity to make speeches at our events
- Featured branding on general promotional materials
- Company biography on the website
- Featured branding on the website
- Promotional materials in delegates packs
- Networking opportunities at our events
- Twice-weekly social media posts for the year
- Opportunity to post to our blog every other month
- Mentions in press materials
- Free promotional stands at future events

Sponsor £2000

- Branding on general promotional materials
- Branding on our website
- Promotional materials in delegates packs
- Networking opportunities at our events
- Weekly social media posts for the year
- An opportunity to post to our blog