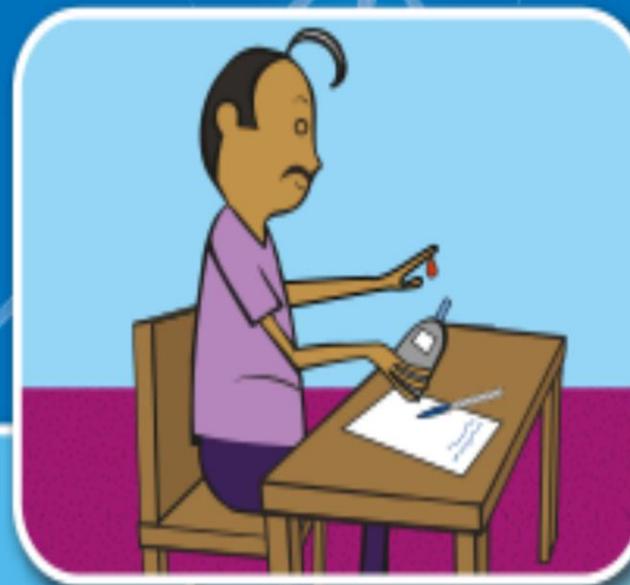




Corporate Sponsorship Opportunities



Contents

- [About the Self Care Forum](#)
- [Menu 1 - Sponsorship Opportunities for Self Care Week](#)
- [Menu 2 – Sponsorship Opportunities for a Specific Awareness Event](#)
- [Menus 3 & 4 – Standalone and Year-Long Sponsorship Opportunities](#)
- [Why Sponsor Self Care Week?](#)
- [Testimonials from 2020 Sponsors](#)
- [Testimonials from NHS England & Public Health England](#)
- [Self Care Week in numbers](#)
- [Self Care Forum Stats](#)
- [Contact the Self Care Forum](#)



About the S2elf Care Forum

The Self Care Forum is a credible, established charity and the go-to place for self care strategies, resources, and opinion. We are delighted to offer corporate sponsorship opportunities to help you reach your self care marketing objectives. We can offer you exposure to our extensive professional networks through our channels and have compiled a series of menus with details of what this could look like.

Please note bespoke packages are available, do get in touch to discuss this.

Also, if you have something else in mind, we would be delighted to discuss how we can support your marketing and promotional needs.



Menu 1 – Sponsorship Opportunities for Self Care Week (15 – 21 November 2021)

| Self Care Week (15 – 21 November) Sponsorship Package | Gold (£12k) | Silver (£8k) | Bronze (£5k) |
|--|-------------|--------------|--------------|
| Unrestricted use of the Self Care Week Logo (which includes the NHS logo and theme – Practise Self Care for Life) | ✓ | | |
| Restricted use of the Self Care Week Logo (which includes the NHS logo and theme – Practise Self Care for Life) | | ✓ | ✓ |
| Your logo added to Self Care Week resource page of website with “kind sponsor of Self Care Week 2021” (until 31.12.21) | ✓ | ✓ | ✓ |
| Your logo added to all outgoing emails in manager’s footer with “kind sponsor of Self Care Week 2021” | ✓ | ✓ | ✓ |
| Your logo tweeted to more than 7k followers with “kind sponsor of Self Care Week 2021” | ✓ | ✓ | ✓ |
| Your logo added to Self Care Week 2021 Review (post Self Care Week) | ✓ | ✓ | ✓ |
| 1 blog authored by you (approved by SCF) uploaded to the Self Care Forum website + highlighted on the home page for minimum 7 days | ✓ | ✓ | ✓ |
| Blog shared on twitter to 7,000+ followers including twitter handles from pharmacy, CCGs, men’s health, nurses, GPs etc (category to be agreed with sponsor) | ✓ | ✓ | ✓ |
| Blog included in the Self Care Forum’s e-newsletter and sent to 1,400+ subscribers (largely NHS subscribers from surgeries, clinical commissioning groups, primary care networks, NHS Trusts as well as pharmacies, local authorities, community groups and charities) | ✓ | ✓ | ✓ |
| 7 tweets mentioning your organisations sent during Self Care Week (content pre-agreed with you) | ✓ | | |
| 4 tweets mentioning your organisations sent during Self Care Week (content pre-agreed with you) | | ✓ | |
| 2 tweets mentioning your organisations sent during Self Care Week (content pre-agreed with you) | | | ✓ |
| Opportunity to take part in, and have a pre-approved question included in the Self Care Week Twitterchat Launch with guest tweeters expected from various national health and public health bodies. | ✓ | | |
| 2 posts each on LinkedIn and Facebook during Self Care Week | ✓ | | |
| New Self Care Fact Sheet relevant to your business + Logo + website link + website link + logo included on Self Care Forum Fact Sheet page until 31.12.21 (7,200 fact sheet page views during Self Care Week 2020) | ✓ | | |
| New Self Care Fact Sheet relevant to your business + website link included on Self Care Forum Fact Sheet page until 22.11.21 (7,200 fact sheet page views during Self Care Week 2020) | | ✓ | |
| Advisory Board exchange with the Self Care Forum Board members made up of academics, nurses, app specialists, pharmacists, clinicians, and consultants in an “ask the experts” style exchange. | ✓ | | |

Menu 2 – Sponsorship Opportunities for a Specific Self Care Awareness Event

| Examples could be: Diabetes Awareness Week, Legs Matter Week, Backpain Week, Health Literacy Month, Men's Health Week etc | £9K |
|--|-----|
| Restricted use of the Self Care Forum logo to help promote the awareness week – use to be agreed in advance | |
| New self care fact sheet, relevant to awareness event, with website link added to Self Care Forum Fact Sheet website page for 6 weeks | |
| Logo tweeted to more than 7k followers highlighting awareness event support | |
| 1 blog (approved by SCF) uploaded to the Self Care Forum website + highlighted on the home page for minimum 7 days | |
| Blog shared on twitter to 7,000+ followers including twitter handles from pharmacy, CCGs, men's health, nurses, GPs etc (category to be agreed with sponsor) | |
| Blog included in the Self Care Forum's e-newsletter and sent to 1,400+ subscribers (largely NHS subscribers from surgeries, clinical commissioning groups, primary care networks, NHS Trusts as well as pharmacies, local authorities, community groups and charities) | |
| 5 pre-approved self care related tweets during awareness event | |
| Further social media activity via LinkedIn and Facebook will also be included | |

Note – a package with elements of menus 1 and 2 can be amalgamated to help strengthen your self care promotions.

Menu 3 – Stand Alone Offers

| | |
|--|-------|
| Advisory Board exchange with the Self Care Forum Board members made up of academics, nurses, app specialists, pharmacists, clinicians, and consultants. | £1K |
| New Self Care Fact Sheet on a topic relevant to your business with website link added to Self Care Forum Fact Sheet website page for 6 weeks | £2.5K |
| New Self Care Fact Sheet on topic relevant to your business to include your logo and website link and website link and logo added to Self Care Forum Fact Sheet website page for 6 weeks | £5K |
| A Self Care Forum hosted hour-long twitterchat relevant to your business (with themes and questions agreed with you in advance). | £7K |
| Advisory Board exchange with the Self Care Forum’s self care champion’s people’s panel (1 question) | £1K |

Menu 4 – Annual Sponsorship Package

We would love to discuss a package of promotional activities to support a long-term campaign or series of campaigns

Package opportunities and cost to be negotiated



Why Sponsor Self Care Week?

UK-wide National Self Care Week is an established awareness week which the Self Care Forum has been running since 2011. Each year it builds in participation and reach; it has attracted interest from international organisations and is the inspiration behind Self Care Week in Europe. It is national, regional and local and is the power of many voices coming together to help effect behaviour change in the population.

Mostly participants are from traditional health organisations including pharmacies, surgeries, NHS Health Trusts, local health authorities, clinical commissioning groups, ambulance and fire services, local medical committees and local pharmacy committees. And, as the phrase “self care” becomes more embedded in society through events like Self Care Week, more diverse participants are recognising the benefits in supporting their audiences to take better care of their own health and wellbeing, organisations such as schools, universities, charities, libraries, gyms, parks, businesses as well as therapists and bloggers.



Testimonials from 2020 Sponsors

L&R are proud sponsors of the Self Care Forum. We worked in partnership with the Self Care Forum during 2020's Self Care Week, part of the partnership included the development of a "looking after your legs" fact sheet which has been downloaded over 12,000 times. We love supporting a cause that truly makes a difference to nurses and patients' lives and we look forward to continue working with the Self Care Forum in 2021. **Leanne Calladine, Communications & Events Manager, L+R Medical UK**

It was a pleasure working with Libby and the team from the Self Care Forum, for 2020's Self Care Week. The team were very helpful and supportive and went beyond our expectations to ensure Healthily was seen by their diverse audience. The collaboration between Healthily and Self Care Forum was a wonderful way to bring together two organisations who share a vision of helping as many people as possible find their health through self care. **Roselle Forman, Asst Brand Manager, Healthily**

Self care has been a focus in recent years, and the Covid pandemic has highlighted even more the need to drive this for a sustainable healthcare system. The Self Care Forum, across its resources and initiatives such as Self Care Week, drives awareness and supports both healthcare professionals, patients and the public, in this journey. We sponsored 2020's Self Care Week, a great event that helped to look at how to best educate people about self care, or shared care as in many situations there is still a partnership between the patient and the healthcare professional. We've gained valuable insights and so are looking forward to this year's event. **Guillaume Collin, Head of Marketing, HARTMANN Ltd**



Testimonials from NHS England & Public Health England

This year more than ever we have been reminded of how important self care is. It is not easy for some people to achieve their goals, and it was therefore great to see so many organisations taking part in Self Care Week 2020 to promote ways to help people improve their health and wellbeing. **James Sanderson, Director of Personalised Care, NHS England & Improvement.**

Self-care has never been more essential in addressing preventable death, ill health and tackling unacceptable health inequalities. I was pleased to be part of Self Care Week and would encourage all health and care professionals to visit the Self Care Forum website to enhance their knowledge and confidence on this important issue. **Professor Jamie Waterall, Deputy Chief Nurse, Public Health England.**



Self Care Week in numbers

- 89/135 Clinical Commissioning Groups took part with a reach of more than 33 million people in England (over half the population).
- 7,200 factsheets were viewed
- Over 1,000 tweets and 210K impressions (number of times our content has been displayed)
- #selfcareweek and #selfcareforlife trended on twitter for 3 days
- There were more than 44,000 visits to SCF website, with 18,000 new users



Self Care Forum Stats

- We have over **100,000 'backlinks'** from organisations linking their websites to ours, including the BBC, daily newspapers, major organisations and a high number of surgeries linking to our factsheets.
- Visitors to the site each year: **104k page views (86.3k unique)**
- Time spent on site (average): **1.40**
- Factsheets viewed per year: **17k page views 15k unique.**
- Resources pages viewed: **"self care leaflets" page had 3431 views 2510 unique and "self care week resource" page had 16k views 13k unique.**
- Mailing list subscribers: **1442 as of 6 April 2021** (our mailing list is largely NHS subscribers from surgeries, clinical commissioning groups, primary care networks, NHS Trusts as well as pharmacies, local authorities, and charities)
- Twitter activity daily to over **7000 followers** – a diversely rich group of CCGs, pharmacies, charities, NHS England Directors, local authorities, national and international organisations, health professionals and individuals interested in self care etc.



We very much look forward to discussing how we can work together to progress your self care marketing and promotional needs that fit with our ethos to further the reach of self care. Do get in touch.



Email: libby.Whittaker@selfcareforum.org

Tel: 020 7421 9318