

Gold, Silver and Bronze Corporate Sponsorship Opportunities to Support Self Care Week 2020 (16 – 22 November)

| Offer | Gold (£20k) | Silver (£8k) | Bronze (£5k) |
|---|-------------|--------------|--------------|
| Restricted access to the Self Care Week Logo (which includes the NHS logo) | ✓ | ✓ | ✓ |
| Logo uploaded to the Self Care Week resource page of the Self Care Forum website with “kind supporter of Self Care Week 2020 and the Self Care Forum” (until 1 Dec 2020) | ✓ | ✓ | ✓ |
| Logo added to manager’s footer with “kind supporter of Self Care Week 2020” | ✓ | ✓ | ✓ |
| Logo tweeted to 6,400 followers with “kind supporter of Self Care Week 2020” | ✓ | ✓ | ✓ |
| Logo added to Self Care Week 2020 Review (post Self Care Week) | ✓ | ✓ | ✓ |
| Blog (approved by SCF) uploaded to the “blog” section of the website | ✓ | ✓ | ✓ |
| Blog shared on twitter to 6,400 followers including twitter handles from pharmacy, CCGs, men’s health, nurses, GPs etc (category to be agreed with sponsor) | ✓ | ✓ | ✓ |
| Blog included in an edition of the e-newsletter which goes to 1,288 subscribers | ✓ | ✓ | ✓ |
| Blog highlighted on the home page of the website for at least 7 days (date of upload to be agreed) | ✓ | ✓ | ✓ |
| Daily approved self care related tweets from September to end of Self Care Week | ✓ | | |
| Opportunity to consult 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. | ✓ | | |
| Logo on new coronavirus factsheet (or existing factsheet if more relevant) | ✓ | | |
| Logo next to factsheet link on website (until 1 Dec 2020) | ✓ | | |
| Factsheet tweeted to more than 6,400 followers | ✓ | | |
| Factsheet included in 4 editions of the e-newsletter sent to 1,285 subscribers | ✓ | | |
| 7 approved self care related tweets to be sent to 6,400 followers during Self Care Week including twitter handles from pharmacy, CCGs, men’s health, nurses, GPs etc (category to be agreed with sponsor) | ✓ | | |
| 5 approved self care related tweets sent to 6,400 followers during Self Care Week including twitter handles from pharmacy, CCGs, men’s health, nurses, GPs etc (category to be agreed with sponsor) | | ✓ | |
| 3 approved self care related tweets sent to 6,400 followers during Self Care Week including twitter handles from pharmacy, CCGs, men’s health, nurses, GPs etc (category to be agreed with sponsor) | | | ✓ |
| Opportunity to take part in the Self Care Week Twitterchat Launch with guest tweeters expected from NHS England, Public Health England, Healthwatch and the Patient’s Association | ✓ | ✓ | ✓ |
| Opportunity to have a pre-approved question included in the Twitterchat | ✓ | ✓ | |
| Logo added to the medicine chest poster | | ✓ | |
| Poster tweeted to 6,400 followers | | ✓ | |
| Poster included as a resource in two editions of the e-newsletter sent to 1,288 subscribers | | ✓ | |

NB: These offers are not set in stone and we are happy to work with you on a final package which ensure both parties have value from these opportunities.

Why Sponsor Self Care Week?

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 was 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 getting involved too such as schools, universities, charities, libraries, gyms, parks, businesses, and bloggers.

Self Care Week in numbers

- [Self Care Week 2019](#) attracted over **1000 participants**
- **120/200** Clinical Commissioning Groups took part with a potential reach of **more than 31 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** trended on twitter
- There were **59,500** visits to SCF website
- There were **3** twitter chats (public conversations around a unique hashtag)
- There were more than **126** mentions in media with circulation totaling over **22m**

Self Care Forum stats (27 April 2019 – 3 May 2020)

- We have over **100,000 ‘backlinks’** from organisations linking their websites to ours, including BBC, daily newspapers and major organisations
- 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: **1285**
- Twitter activity: **Daily tweets and retweets to more than 6400 followers**

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