



**LEADERS IN HEALTHCARE  
PARTNERS IN WELLBEING**

**NORTHERN SYDNEY LOCAL HEALTH DISTRICT**

**EXCEPTIONAL  
PEOPLE  
AWARDS**

**SPONSORSHIP PROPOSAL 2022**



**Health**  
Northern Sydney  
Local Health District



# NORTHERN SYDNEY LOCAL HEALTH DISTRICT EXCEPTIONAL PEOPLE AWARDS

Northern Sydney Local Health District runs a variety of recognition and reward schemes for staff to formally recognise the incredible work they do every day to deliver excellent health and wellbeing outcomes for our patients and consumers. The Exceptional People Awards is Northern Sydney Local Health District's premier employee reward and recognition program aimed at improving employee experience.

It is through the talents and efforts of our exceptional employees that we follow our purpose and deliver our vision:

## Our Purpose is:

**Embracing discovery and learning, building exceptional partnerships and engaging our community, to deliver excellent health and wellbeing.**

## Our Vision is:

**Leaders in healthcare, partners in wellbeing.**

All our events are heavily promoted to our staff of over 10,000, and our Exceptional People Awards is also promoted to our community of patients and consumers. Internal communication strategies include:

- **Newsletters:** Weekly, fortnightly and monthly newsletters are published across our district, in both printed and electronic format.
- **Email:** organisation wide email messages announcing opening and closing of nominations, finalist announcements and winner announcements are sent from our Chief Executive and local Executive Teams providing information about our programs.
- **Print:** Posters are distributed and displayed across the district's facilities, including our five hospitals and many community health centres and other facilities throughout the lead-up to the events.
- **Online:** Promotion on the Northern Sydney Local Health District Facebook, Twitter and LinkedIn social media platforms engages both staff and our local community, along with promotion on the Northern Sydney Local Health District website and intranet pages.
- **Additional Event Specific Opportunities** exist as detailed on the following pages. We provide a non-competitive sponsorship environment with equal provisions provided at the Gold and Silver sponsorship level as detailed below.

**If you would like to be involved and purchase a sponsorship package, please send an email to:**

**[NSLHD-ODTeam@health.nsw.gov.au](mailto:NSLHD-ODTeam@health.nsw.gov.au)**

**by Friday 12 August 2022.**

**COLLABORATION  
OPENNESS  
RESPECT  
EMPOWERMENT**

# Gold Sponsorship Package

## \$10,000 + GST

### 4 packages available



The Exceptional People Awards is Northern Sydney Local Health District's premier employee reward and recognition program aimed at improving employee experience. The event is held annually. The first annual Exceptional People Awards event was held in November 2017, with 130 people in attendance. The event has grown in scale since its inception, with 250 people expected to attend the event in 2022. The Exceptional People Awards event comprises of an awards ceremony, and combined luncheon where the outstanding work of award nominees and winners is showcased.

Since the COVID-19 pandemic community interest in the work of healthcare staff has never been greater. Being a sponsor for the 2022 Exceptional People Awards is an incredible opportunity to align your brand with a healthcare organisation delivering excellent health and wellbeing outcomes for our community.

Participating as a sponsor of the Exceptional People Awards provides an opportunity for exposure not just to the 10,000 staff within our health district, but also to the over 800 strong team of volunteers and to the wider community who are involved in nominating staff for awards. This event is promoted across the year to our community through social media. There are four (4) sponsorship packages available at this level and equal provisions provided as detailed below.

**Your organisation will receive significant acknowledgement in the lead-up and during the 2022 Exceptional People Awards event\* including the following:**

- Logo displayed on Northern Sydney Local Health District website with logo, a 50-word company profile and hyperlink to your website
- Logo and written acknowledgement included in a minimum of two (2) newsletter articles in publications across the district
- Company acknowledgement and link to your social media accounts: minimum of one (1) facebook and twitter posts pre-event, one (1) twitter posts during the live tweet feed at the event and minimum of one (1) facebook posts post-event
- Logo displayed on lectern stand on the awards day
- Three (3) minute speech during the awards ceremony or exhibition opportunity for promotional table displayed in the venue foyer during attendee arrival and exit
- 50-word company profile and logo featured in the event program
- Verbal acknowledgement in Chief Executive opening and closing speech at event
- Logo featured on PowerPoint holding slides at the beginning and end of the event
- Logo featured at the end of the wrap up video for the event
- Allocation for up to two (2) company representatives to attend the event, seated with board members and senior leaders within Northern Sydney Local Health District
- One (1) A4 insert or small gift in Attendee gift bag (to be supplied by sponsoring organisation)
- The sponsor may tag all relevant advertising and marketing materials for the duration of the sponsorship supporting its association with the Awards



*\* Where there are unplanned COVID restrictions impacting the event and/or the agreed acknowledgement schedule, we will liaise with the sponsor to develop alternate opportunities with the revised event.*

# Silver Sponsorship Package

## \$5,000 + GST

### 2 packages available



The Exceptional People Awards acknowledge and celebrate the great work of Northern Sydney Local Health District staff and volunteers who are delivering excellent health and wellbeing outcomes for patients. The Exceptional People Awards event comprises of an awards ceremony, and combined luncheon where the outstanding work of award nominees and winners is showcased.

Participating as a sponsor of the Exceptional People Awards provides an opportunity for exposure to the 10,000 staff within our health district, as well as 800 volunteers and the wider community who are involved in nominating staff for awards. This event is promoted across the year to our staff via internal channels and our community via external channels including social media.

Since the COVID-19 pandemic community interest in the work of healthcare staff has never been greater. As a sponsor of the Exceptional People Awards you have the chance to align your brand with a healthcare organisation delivering excellent health and wellbeing outcomes for our community. There are two (2) sponsorship packages available at this level and equal provisions provided as detailed below.

**Your organisation will receive acknowledgement in the lead-up, during and after the Exceptional People Awards event as detailed below:**

- Acknowledgement in all event promotion emails
- Logo and written acknowledgement included in a minimum of two (2) newsletter articles in publications across the district
- The Exhibition opportunity for promotional table displayed in the venue foyer during attendee arrival and exit
- Verbal acknowledgement in opening speech at all events
- 100-word company profile and logo featured in the prize package awarded to all Employee of the Month winners
- Sponsoring organisation supplied banner placed on stage on the award days. If banner unsupplied, the sponsoring organisation's logo is prominently displayed on stage on the awards days
- The sponsor may tag all relevant advertising and marketing materials for the duration of the sponsorship supporting its association with the event

