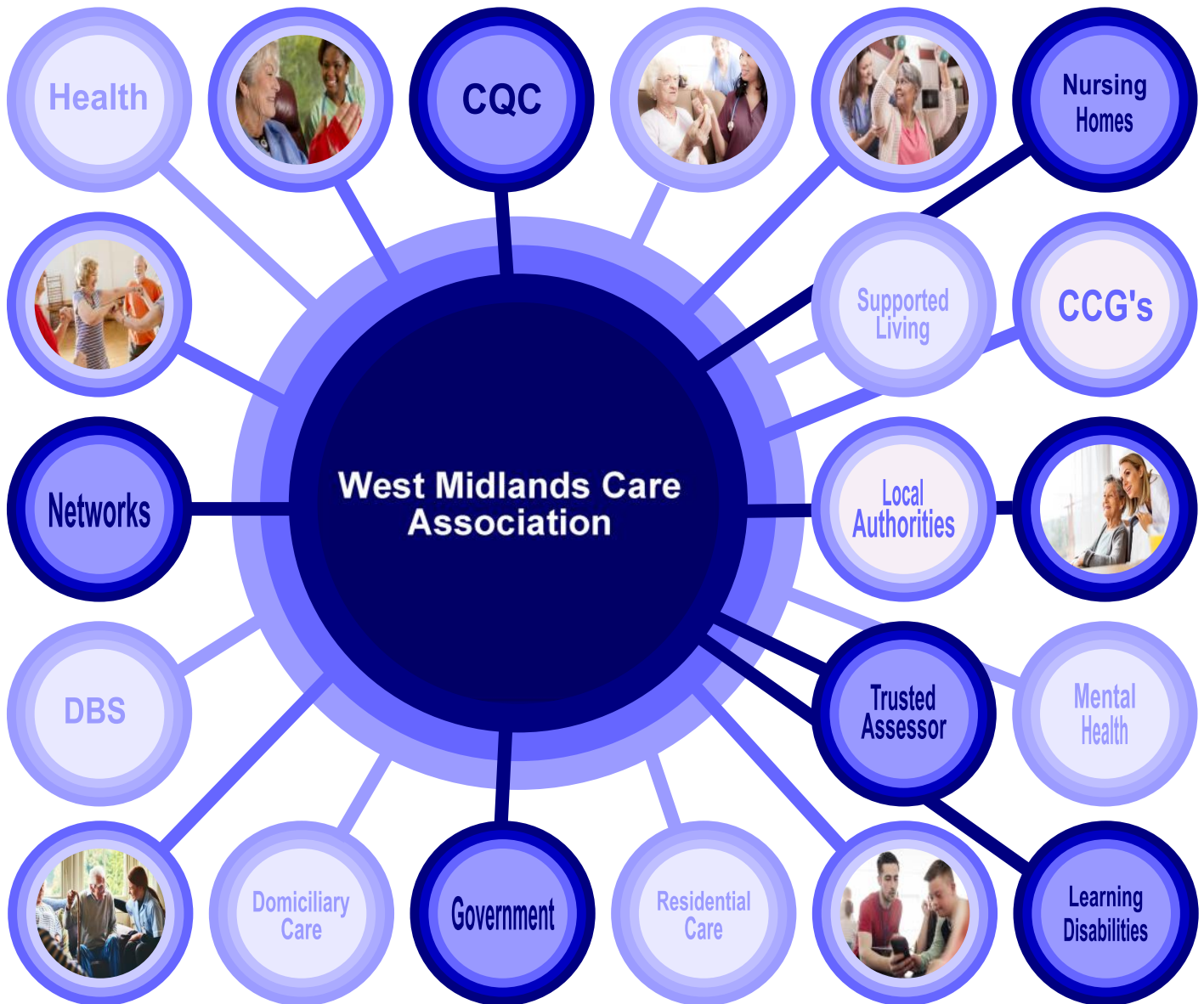


Advertising and Sponsorship



West Midlands Care Association

Worcestershire Care Association

Part of the West Midlands Care Association

West Midlands Care Association

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Part of the West Midlands Care Association

About West Midlands Care Association

The Association offers the crucial support Care providers require to deliver sustainable excellence within community, nursing, special needs and residential home settings.

We operate across the seven boroughs in the West Midlands with separate Associations to cover the counties of Worcestershire and Herefordshire. We don't make any distinction in our membership so members can access services, events and resources across all of our various divisions.

The Association can trace its routes back more than 30 years when a group of care homes came together to form the Dudley Care Homes Association. Since that time the association has grown across the West Midlands merging with the care associations in Worcestershire and Herefordshire along the way.

Most services are delivered by the dedicated team at the Association office with support from our board members (Executive Team and Board Members).

A raft of far-ranging services enables members to spend more hours doing what they do best - care - while we carry out essential, time-consuming tasks necessary for CQC compliance and business.

We are one of the driving forces behind the Care Association Alliance which is an umbrella body of local care associations giving us a national voice and platform.

We also provide back office support for other local care associations including Nottinghamshire and Derbyshire.

As one of the largest local care associations in England with over 500 members we offer unparalleled opportunities for companies to engage with the local care community, either through sponsorship of the association, advertising and exhibiting at our events or engaging with our members through our various electronic and social media platforms



Contact us:
enquiries@wmca.care

West Midlands Care Association

Sponsorship of the Association

West Midlands Care Association can offer several sponsorship opportunities

All of our packages are flexible and we are happy to work with you to produce the best package for your organisation. All our sponsorship packages include both the West Midlands Care Association and Worcestershire Care Association but if you are interested in particularly targeting Worcestershire or the West Midlands individually we can discuss a tailor-made package to suit. Should you need further information, or would like to discuss the opportunities in depth, please contact us and we will be happy to help.



Platinum Sponsors

- Maximum 5 sponsors with exclusivity to type of supplier
- Exhibition stand at the Annual Conferences with an introduction before the interval
- 2 speaking slots at Local Provider Meetings and complementary attendance and introduction at any others.
- Hyperlink and/or logo to sponsors website on all emails sent from WMCA to members
- Banner Advert on the header section of Web Site (WMCA and Worcestershire)
- Opportunity to provide editorial relevant to the supplier's business to be included in an electronic Newsletter (inc link to Suppliers website or your own landing page)
- Articles posted to our Facebook page (which is crosslinked to our Twitter feed)
- Use of the WMCA Logo.

£2,000 per annum

Gold Sponsors

- Maximum 10 sponsors with exclusivity to the type of supplier
- Banner Advert on the header section of Web Site (WMCA and Worcestershire)
- Opportunity to provide editorial relevant to the supplier's business to be included in an electronic Newsletter (inc link to Suppliers website or your own landing page)
- One editorial advert in an Association e-newsletter per year
- Conference Stand at the Annual Conference
- One speaking slot at one Local Provider Meeting and attendance and introduction at another

£1250 per annum

Silver Sponsors

- Unlimited sponsors no exclusivity
- Banner Advert on the header section of Web Site (WMCA and Worcestershire)
- One editorial advert in an Association e-newsletter per year
- Attendance and introduction at one local area meeting

£600 per annum

Contact us:
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**West Midlands Care
Association**

Events and Conferences

The Association runs a packed schedule of conferences, provider meetings and workshops throughout the year and we have a wide range of advertising and exhibition opportunities to offer. Advertising and exhibiting at WMCA's Events and Conferences will give you direct access to the network of Care Business managers and Owners.

If you need any further information or if you would like to discuss your requirements in further detail please contact us

Annual Conference Sponsor

It is attended by 70-90 Providers. Delegates are predominant business owners or registered managers and is business focused

Conference sponsorship includes:

- Exhibition stand in the networking/refreshment area
- Information to delegates in pre-conference communications
- 10 minute speaking slot during the days agenda
- Can distribute literature to delegates

£500

Exhibition Space (all events)

All spaces are usually 2m x 3m and are normally located within the networking and refreshment area.

If exhibitors require one, a standard table can be supplied. Exhibitors will be responsible for covering the cost of display boards should they require them. In addition, exhibitors will be responsible for the set up and break down of their stand on the day of the event.

Internet access and power will be provided if available but there may be a charge from the venue which will be passed on to the exhibitor.

£200



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enquiries@wmca.care

**West Midlands Care
Association**



The West Midlands Care Awards were launched to acknowledge, celebrate and reward excellence in care delivery across the whole health and social care spectrum.

We have a number of opportunities to sponsor the awards including individual categories or the whole awards scheme

Awards Sponsors

The Association presents 7 awards every year - 6 of which are available to sponsor - during its main Annual Conference

We have a number of options available including exclusive awards sponsor, joint sponsor or individual awards sponsors.

Exclusive Awards Sponsor

- Exclusive sponsor of the awards so all the awards are branded with your logo
- Company information in the awards brochure.
- Opportunity to speak during the presentation
- Present the awards and have your picture taken with the winners
- Logo on all pre and post awards communications
- Banner Ad on awards website

£800

Joint Sponsors

- Joint sponsor of the awards so three of the awards are branded with your logo
- Company information in the awards brochure.
- Opportunity to speak during the presentation
- Present the awards and have your picture taken with the winners
- Logo on all pre and post awards communications
- Banner Ad on awards website
-

£500

Individual Awards

- Individual sponsor of an award branded with your logo
- Company information in the awards brochure.
- Present your awards and have your picture taken with the winner
- Banner Ad on awards website

£200



Website, Newsletters and Social Media

The Association maintains 2 separate websites for West Midlands Care Association and Worcestershire Care Association. Both have banner ads, prominent within the website headers.

We send regular e-newsletters on a minimum quarterly basis to both our members and the wider care community,

We are very active on social media with facebook pages and twitter accounts for both associations

Website Banner Advert

700 x150px banner advertisement located within the website header. The banner operates on a slideshow with other banner ads.

£200 per annum

Newsletter Advertorial

Advertorial in each Newsletter distributed to 600 members and 600 non-members

£100 per advertorial

Facebook Advert

Post on our facebook feeds (cross posted to our twitter accounts)

£50 per post



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