

2022 Charity Events

Sponsorship Opportunities



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Fundraising Events



The Dudley Group NHS Charity's fundraising events are a great opportunity to bring people together whilst raising vital funds to improve the care of patients and support staff wellbeing at The Dudley Group NHS Foundation Trust.

Diane Wake

Chief Executive of The Dudley Group NHS Foundation Trust

This year's flagship events are:



1. Committed To Excellence 2022

“ As the largest employer in the borough (approx. 7,000 people), we really enjoy celebrating the success of our staff in providing excellent patient care. We would love the opportunity to partner with you as a significant business in our area. Charitable funds allow us to make the awards a night that all staff want to be at and look forward to the nominations and build up. ”



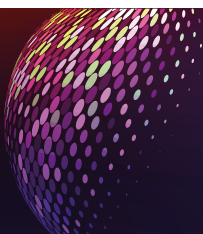
2. Glitter Ball 2022

“ At the height of the pandemic we were overwhelmed by the support and generosity of local businesses, and it really strengthened our links with our community. The Glitter Ball is a great opportunity to meet with businesses, share our stories and grow and strengthen those relationships. ”

Guests attending either of these events will be treated to a wonderful evening of entertainment including drinks and a two or three-course meal.

*Companies who support our events may be able to offset against corporation tax.

*All packages provided below are inclusive of VAT.

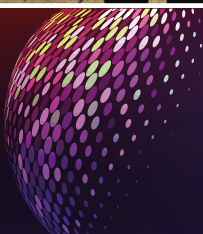




The Dudley Group NHS Charity

The Dudley Group NHS (DGNHS) Charity, based in the heart of the West Midlands, supports hospitals and community services that are part of The Dudley Group NHS Foundation Trust (DGFT) which consists of Russells Hall Hospital, Guest Outpatient Centre in Dudley and Corbett Outpatient Centre in Stourbridge – from our community sites and in people's homes.

Our charity mission is to enhance and further improve the high-quality services offered by the Trust providing additional comfort and benefit to its patients and staff, by focusing the funds and expenditure on areas not covered or fully supported by NHS funds.



Committed To Excellence



Committed to Excellence is the name of our annual staff awards that recognises teams and individuals who go the extra mile for our patients, whether giving direct care or in vital back office supporting roles.

First launched in 2008, these awards celebrate outstanding care, compassionate staff, team spirit, innovation and those who have made a significant improvement in quality, safety, and patient experience.

They give staff across the Trust, and from our partner organisations, the opportunity to nominate colleagues in both clinical and non-clinical roles.

There are 19 award categories this year that include Chosen by Patients for members of the public to recognise the fabulous contribution of an individual or team involved in their care. They also include eight special awards in which our chief executive, chairman and executive directors hand pick a recipient who has particularly impressed them.

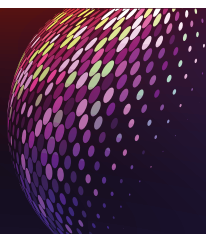
You have the option of being one of our main event sponsors or you can sponsor one of the many categories. Your sponsorship not only supports our staff but also raises money for our Trust charity which funds the awards.

Winners are announced during an Oscars style black-tie awards dinner at The Copthorne Hotel in Brierley Hill on 21st July 2022. This year the awards will be hosted by television and radio broadcaster Adrian Chiles.



You can add Twitter & Facebook advertisements to the Bronze packages for just £250.

Committed to Excellence Sponsorship Packages	Bronze (£1,000) Advertising Package	Silver (£2,500) Category Sponsor	Gold (£6,000) Main Event Sponsor
Your branding will be displayed on the Trust website (250,000 page views per year); plus, a link to your own website.	✓	✓	✓
Your branding will be displayed on our staff intranet available to our 7,000 staff throughout the nomination period and 12 months following the announcement of the winners.	✓	✓	✓
Your branding will be displayed on posters at our three sites (Russells Hall Hospital, Corbett and Guest outpatient centres)	✓	✓	✓
Your branding will be displayed on our Health Hub at the main entrance of Russells Hall Hospital.	✓	✓	✓
Your branding will be displayed in our main restaurant at Russells Hall Hospital visited by staff, patients and the public.	✓	✓	✓
Your branding will be displayed in our Clinical Education Centre at Russells Hall Hospital, visited by 7000 Trust and partner organisation staff and the location of high-profile Trust events (e.g. AGM and public board meetings).		✓	✓
You will receive twice weekly tweets and posts on Twitter and Facebook. We have 6,741 followers on Twitter and 14,500 followers on our Facebook page.		✓	✓
Two tickets to the awards dinner at the Copthorne Hotel, Brierley Hill on 21st July 2022 where winners are announced.		✓	✓
Verbal recognition in the host's script on the night of the awards.			✓
Your branding will be displayed against the award category you are sponsoring in the following ways: <ul style="list-style-type: none"> ▶ On all pre and post event publicity ▶ At the awards event on large digital screens by the stage as guests arrive and during the awards as winners are announced ▶ On the back of award event menus ▶ Your name and logo will appear throughout the evening's event. 		✓	✓
Two additional tickets to the awards dinner on 21st July 2022			✓
Main sponsor promotion on all Committed to Excellence related promotions.			✓
Prominent logo on all promotional material already mentioned.			✓
Invited to present a category award from the stage with our awards ceremony host.			✓
Main event sponsor 'thank you' in our post event press release issued to local media.			✓
Thank you to our main sponsor screensaver displayed on all 4,770 Trust laptops and pcs.			✓
'Thank you' screensaver on two digital displays positioned on the main corridor of Russells Hall Hospital and in the Emergency Department waiting area visited by 60,000 patients a year.			✓





Last year the Dudley Group NHS Charity brought together local businesses in a post-COVID celebration and networking event at the Copthorne Hotel, Brierley Hill, Dudley. The event was a huge success and raised more than £10,000 from the sponsorship, table packages, raffle and auction.

This year we are back with the Glitter Ball on 24th November 2022 at The Copthorne Hotel in Brierley Hill which is aimed at local businesses across the Black Country to show support for their local Dudley Group NHS Charity.

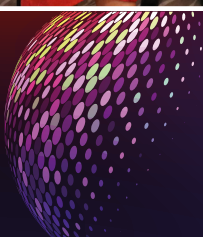
Businesses will have the opportunity to hear from the Trust chief executive Diane Wake, consultants and front-line staff who work in the key departments in the Trust and network with other like-minded businesses across the Black Country.

Guests will be treated to a wonderful evening of entertainment including welcome drinks and a two-course meal. The event could be a great opportunity for you and your team to celebrate your Christmas party this year whilst giving back to a vital cause.

The money raised from this fundraising event will go towards the Thank You Appeal. The appeal will help support our NHS heroes and make a real difference to all who use our services, offering them the best experience possible.

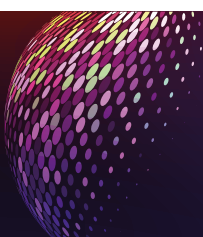
“ At the height of the pandemic we were overwhelmed by the support and generosity of local businesses, and it really strengthened our links with our community. The Glitter Ball was a great opportunity to meet with businesses, share our stories and grow and strengthen those relationships. ”

Diane Wake, Chief Executive of The Dudley Group NHS Foundation Trust



Glitter Ball Sponsorship Packages	Bronze (£2,000) Marketing Sponsor	Silver (£2,500) Entertainment Sponsor	Gold (£3,000) Drinks Sponsor	Platinum (£4,500) Dinner Sponsor
Acknowledged as our official partner and main dinner sponsor on all event materials and online activities for the ball.				✓
Opportunity for a short welcome speech from a senior representative.				✓
Acknowledged as our official partner and main drinks sponsor on all event materials and online activities for the ball.			✓	
Acknowledged as our official partner and main entertainment sponsor on all event materials and online activities for the ball.		✓		
Acknowledged as our official partner and main marketing sponsor on all event materials and online activities for the ball.	✓			
A table of eight on a VIP table in prime position on the evening.				✓
A table of eight on the evening.			✓	
Half a table of four on the evening.	✓	✓		
Your branding will be displayed on The Dudley Group NHS Charity website plus a link to your own website.	✓	✓	✓	✓
Your branding will be displayed on our staff intranet (viewed by 4,500 staff) up to 12 months following the event.	✓	✓	✓	✓
Your branding will be displayed on posters at our three sites (Russells Hall Hospital and Corbett and Guest outpatient centres) which serve a local population of around 450,000.		✓	✓	✓
Social media postings to help you reach our Trust 6,741 followers on Twitter and 14,500 followers on our Facebook page.			✓	✓
At the event, verbal recognition in the presenters' scripts.	✓	✓	✓	✓
Your branding will be displayed against the award category you are sponsoring in the following ways: <ul style="list-style-type: none"> ▶ On all pre and post event publicity ▶ On the event PowerPoint ▶ On a 12 ft x 9ft display banner displayed on the night. ▶ Your name and logo will appear throughout the evening's event. ▶ In our post event press release issued to local print and radio media. 	✓	✓	✓	✓

Glitter Ball Table Packages	Full Table 8 Seats (£1,100)	Half Table 4 Seats (£550)	Individual Ticket (£135)
Please note that each table will be seating 10; however 2 seats will be allocated to key staff members from the Trust for networking purposes.			



Other ways to support

If you are unable to support our event through sponsorship but would still like to help make the event a success, we would be grateful if you would please consider donating a prize to place in our raffle and auction on the night. Acknowledgement of all donations will be given during the raffle and auction section on the night.

**If you wish to support any of our events
or require more information, please contact:**

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