

OLDER PERSON'S AWARDS WALES 2022



SPONSORSHIP OPPORTUNITIES

Support the awards and help us recognise the achievements of older people. We have a unique approach to our sponsors and partners, ensuring that in return for their support, they maximise the opportunity and become active participants in the awards programme. Any funds raised through sponsorship, that are not used in the running and promoting of these awards, will be used to improve the lives of older people in Wales.

ABOUT THE AWARDS

Organised by Age Connects Wales, the second annual Older Person's Awards will celebrate the achievements of older people in communities across Wales. In categories including Later Life Hero and Ageing Well Award, nominations will be sought from people throughout Wales with 6 regional winners in 5 categories going forward to the awards night. The final decision will be made by an independent judging panel with each winner receiving a prize and trophy.

Nominations open in October to coincide with International Day of Older Persons, and the winners will be announced in December during a streamed one-hour award event hosted by Eddie Butler. The two months of activity will be supported by a national PR campaign, paid digital advertising, comprehensive social media campaign, and community-based promotion.

「 TITLE SPONSOR 」

INVESTMENT £2,000

Title sponsorship is a great way of being closely linked to a positive event being promoted nationally, enabling you to reach a large number of people in a focussed demographic. The title sponsor will have their company name added to the event and receive a comprehensive set of benefits:

- Mentioned in all campaign posts and materials
- Sponsor profile and link added to the award website
- Digital link to sponsor website from all digital assets
- Inclusion in all press releases
- Opportunity for sponsor to make short address during broadcast
- Opportunity to show short video as part of awards ceremony
- Sponsor logo regularly on-screen during the ceremony
- Opportunity to add prize to the winner's package
- Use of official sponsors logo



「CATEGORY SPONSOR」

INVESTMENT £500

Category sponsorship is an ideal opportunity for a company offering complementary products or services, or who have a strong community presence. Benefits of category sponsorship include:

- Mention in a minimum of two press releases
- Sponsor profile and link added to the awards website
- Digital links to sponsor site from all category promotions
- Opportunity to announce winner as part of awards
- Sponsor logo on-screen as category winner announced
- Opportunity to add prize to the winner's package
- Use of official category sponsor logo



LATER LIFE HERO

Given to an individual who has made a huge impact on the lives of older people, by providing support, friendship or helping an older person in their hour of need.

AGEING WELL AWARD

For an individual who has worked to combat ageism, promote social justice, or engaged with their community to support ageing well initiatives.

GOOD NEIGHBOUR AWARD

Recognising neighbours that are one in a million, making a real difference to the lives of their neighbours.

COMMUNITY VOLUNTEER AWARD

Celebrating the difference, a volunteer aged 50+ has made to their local community.

PERSONAL DEVELOPMENT AWARD

For an individual who has overcome barriers, learnt a new skill, or faced a new challenge in their later life, helping to improve self-confidence, resilience, and personal growth.

ABOUT AGE CONNECTS WALES

Age Connects Wales is a national charity made up of six local, independent Age Connects organisations with over 40 years' experience supporting older people and their carers. Together, our member organisations support around 45,000 clients. Our aim is to provide people in Wales aged 50+ with the assistance, support, and services they need to live a healthier, more active, and independent life.

SPONSORSHIP CONTACT DETAILS

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www.ageconnectswales.org.uk/awards

Age Connects Wales is a registered charity (Reg No 1173881)