

Sponsorship Opportunities

Celebrating our Sector: Innovation, Collaboration and the Future of Social Care

15th October 2025

13:30 – 18:00

Sprowston Manor, Norwich



IN PERSON CONFERENCE & CELEBRATION

About The Event

This autumn, we're bringing Norfolk's adult social care community together for an afternoon of insight, inspiration, and celebration. You'll hear from expert speakers, connect with peers, and we'll recognise the people and partnerships making a real difference.

Shaped by provider feedback, the event combines knowledge and insights, with a celebratory awards ceremony. It reflects what matters most to our sector: practical support, shared experience, and recognition of great care.

With a strong focus on innovation and collaboration, this event offers space to reflect on challenges, share ideas, and look ahead together. It's a chance to elevate voices from across the sector and celebrate what's possible.

This is more than a conference or awards ceremony, it's a collective moment of celebration for adult social care.

Our Reach Your Opportunity

Norfolk's adult social care sector is extensive, with around 1,000 care businesses supporting people across the county, employing over 30,000 people, and contributing more than £1 billion in Gross Value Added (GVA) to the local economy.

At Norfolk Care Association, we connect with over 1,300 social care professionals each month, ~49% of whom are in leadership or managerial positions. Our quarterly provider meetings consistently attract strong attendance and engagement from decision makers across the sector.

This event is a celebration of excellence within adult social care and a key networking opportunity. This is your chance to align your brand with success, innovation, impact, and the future of social care in Norfolk.

We anticipate welcoming 150 - 200 attendees to this year's event.

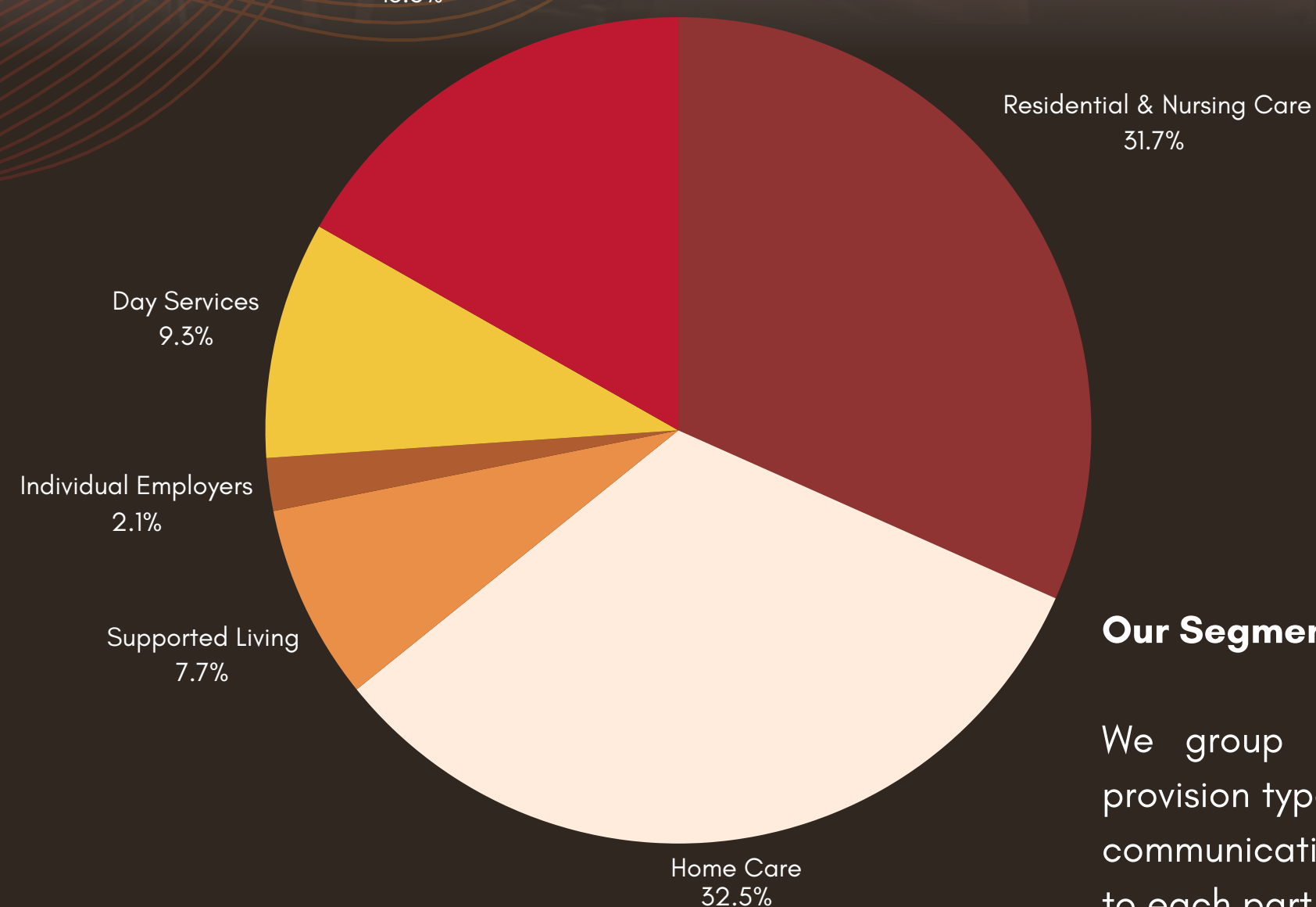
1300+ Subscribed Members

700+ Social Media Follows

350+ In-Person Event Attendees in 2024

900+ Monthly Social Media Impressions

Learning Disability, Autism, Mental Health & Physical Disabilities
16.8%



Our Segmented Audience

We group our audience by provision type, helping us tailor communications and support to each part of the sector.



Headline

Put your name behind the campaign powering this celebration of social care as an exclusive Headline Sponsor.

2 x complimentary tickets.

Name and logo featured as headline sponsor on all promotional materials including the NorCA website, event programme, on-the-day presentation and social media posts.

The opportunity to include promotional materials in delegate packs.

Access to attendee contact list post-event for continued engagement.

Two available - application deadline: 12th September 2025

£2,000



Award

Sponsor an award category that aligns with your mission and values.

1 x complimentary ticket.

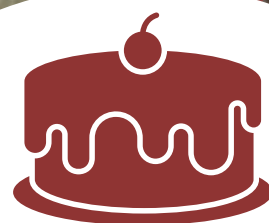
Prominent name and logo placement in the event presentation, with regular visibility throughout the day.

Logo included on all category specific digital and physical media.

Option to present and announce award winner at the event.

Five available - application deadline: 5th September 2025

£1,000



Afternoon Tea

Support the celebration as our Afternoon Tea Sponsor and treat attendees to a delightful experience.

Receive two verbal acknowledgements from our event host at key moments in the celebration.

Name and logo featured on event slides and Afternoon Tea table displays.

We'll tag your organisation in key promotional posts on our event social media channels.

Your logo, name, and a short description included in the printed and digital event programme.

One available - application deadline: 12th September 2025

£800



Exhibitor Stall

Connect with delegates and showcase your offer with an exhibitor stall.

One branded exhibitor table with space for a pull-up banner and attendance for two representatives.

Your organisation featured in a dedicated social media post and listed in the event programme.

Post-event access to the attendee contact list for ongoing engagement opportunities.

Access to two dedicated networking sessions - connect with care providers, sector leaders, and fellow sponsors.

Ten available - application deadline: 1st October 2025

£500



Photo Booth

Your brand in every memory. Sponsor the photo booth and be part of the celebration.

Your name featured on every photo strip – a lasting keepsake for guests, both printed and digital.

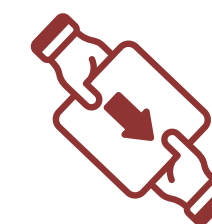
Your name and logo featured in the event programme.

Your support acknowledged with a thank you announcement during the event.

Your logo, name, and a short description included in the printed and digital event programme.

One available – application deadline: 12th August 2025

£400



Event Pack

Ensure every attendee leaves with your brand in hand by being included in our delegate packs.

Include one branded promotional item (e.g. pen, badge, or small giveaway) in every pack.

Distribute one flyer (up to A4) or flat promotional item to every attendee via our event packs.

Ten available – application deadline: 10th October 2025

£100

Supporting Norfolk's Adult Social Care Sector

Be part of the celebration – sponsor our event today.

Support Adult Social Care in Norfolk

Interested in sponsoring our event and demonstrating your commitment to the adult social care sector in Norfolk?

We'd love to hear from you!

Looking for year-round engagement with our audience? Consider becoming an annual sponsor.

Don't see a package that suits you?

We're happy to discuss bespoke opportunities – get in touch and let's chat about your sponsorship ideas.

Email us at info@norfolkcareassociation.org.uk to start the conversation.

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Website	www.norfolkcareassociation.org.uk
Email	info@norfolkcareassociation.org.uk
Address	Independent House, Norwich, NR1 1RY

