SPONSORSHIP PROSPECTUS

AWARDS 2027

Put your name at the heart of caring for people.

The Doctors in Distress Health Workforce Awards celebrate the individuals and teams making a practical, evidenced difference to the mental health of the people who keep healthcare running. Sponsoring an award puts your organisation at the heart of that work, in front of the healthcare community that values it most.

Award sponsorship **£2,000** | Evidence report **£3,000**



WHY THE AWARDS EXIST

Recognise
Outstanding contributions.

Raise awareness
Of pressures and what helps.

Break stigma
Around mental health difficulties for healthcare professionals.

Change cultures
Towards workplaces which value, listen and support.

Inspire
Others to build initiatives.

Save lives
By encouraging early intervention, understanding and access to support.

OUR VALUES

Compassion • Mental health awareness • Suicide prevention • Positive change • Innovation & support

20,000+

healthcare professionals follow our social media channels

What your organisation gains

These awards are not a gala of good intentions. They reward real people with real results, judged with evidence, from the GP surgery and hospital ward to the research institute and Whitehall. That is the company your brand keeps.

1. **Association with real-world impact**
2. **Academic rigour**
3. **Reach into the healthcare community**
4. **A uniquely varied network**
5. **Leadership on stigma and fairness**
6. **Social value with substance**
7. **Purpose your own people feel**
8. **Content and profile that last**

2026 HONOUREES

From the frontline to national policy

The range of people you are associated with is the point: clinicians, nurse leaders, researchers and standard-setters.



Dr Ananta Dave
Mental Health Award



Dr Tom Hewson
Mental Health Award



Professor Ann John OBE
Outstanding Contribution to Systemic Change



Dr Mandy Burton
Mental Health Project Award



Dr Gayathri Subramanian
Innovation Award



Dr Isabelle Butcher
Innovation Award



Professor Nicola Fear CBE
Lifetime Achievement Award, presented to her family

PROOF IN PRACTICE · 2026 SPONSOR



"At Miad Healthcare, we have the privilege of working alongside healthcare professionals every day, so we see first-hand the pressures they face and the extraordinary commitment they bring to caring for others.

Libby Ryan, Managing Director, Miad Healthcare (part of the TTC Group)

Sponsor a 2027 award

Six award sponsorships are available, one sponsor per award. Each is **£2,000**. Choose the category that best reflects your organisation's purpose.

×2 awards

Mental Health Award

PER AWARD **£2,000**

Campaign Award

PER AWARD **£2,000**

Outstanding Contribution to Systemic Change

PER AWARD **£2,000**

Innovation Award

PER AWARD **£2,000**

Impact Award

PER AWARD **£2,000**

GO FURTHER

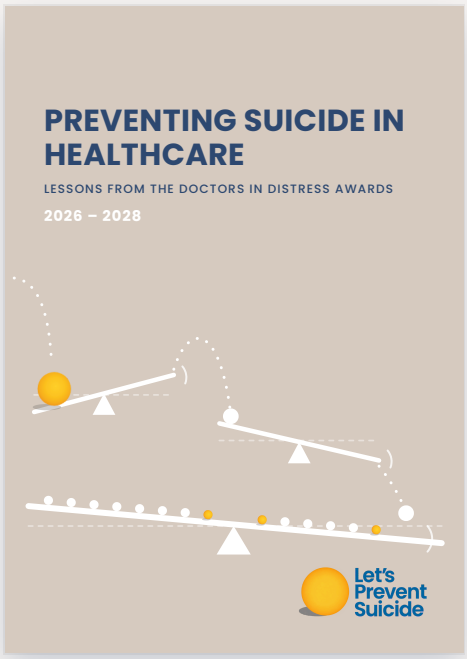
Pair with the evidence report

AWARD + REPORT **£5,000**

Every award sponsorship includes

Final benefits are agreed with each sponsor.

- Your logo on the awards webpage
- Recognition across our social channels (20,000+ followers)
- Invitation to present your award and meet the winner
- Sponsor feature with photo and quote, as with Miad Healthcare
- Acknowledgement in the *Preventing Suicide in Healthcare* report
- Use of the 2027 Awards sponsor mark in your own communications
- Winner story and photography to share with your teams



LEAD SPONSOR OPPORTUNITY

Preventing Suicide in Healthcare

Over the coming year we will publish *Lessons from the Doctors in Distress Awards 2026–28*, an evidence report describing the honourees' projects, work and influence.

Like a ball setting off a chain, one good idea tips the next, until a whole system moves.

- Lead sponsor
- Attendance at report launch
- Visibility with NHS leaders, stakeholders, researchers, government and policy makers

£3,000 single lead sponsor

Secure your award sponsorship for 2027

Sponsorships are allocated first come, first served.

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