



Life After Stroke Awards 2018

Sponsorship opportunities

14 November 2018

Stroke
association

Welcome

I am thrilled and delighted to be Patron of the Life After Stroke Awards. In the UK, someone somewhere will have a stroke every five minutes. Stroke can be devastating, not only for the survivors of the illness, but also for their loved ones. **That's why I support the Stroke Association.**



The Life After Stroke Awards recognise the achievements of everyone affected by stroke. We celebrate stroke survivors for showing tremendous spirit and determination after their stroke. We also commend carers, volunteers, stroke clubs and health professionals who are with stroke survivors every step of the way. Our stroke community is a force for good.

Together we can conquer stroke.

A handwritten signature in black ink that reads "Baroness Brady".

Baroness Brady
Patron, Life After Stroke Awards

Awards ceremony

Date: Wednesday 14 November 2018

Time: 6.30pm onwards

Venue: The Dorchester, Park Lane, London

Key dates

Nominations deadline	30 April 2018
Judging	28 June 2018
Awards ceremony	14 November 2018

Life After Stroke Awards 2018

Press and PR

206 regional stories
(press/broadcast/online)

21 national stories
(press/broadcast/online/
trade press)



Chris Tarrant interview on the Lorraine Show



Daily Express coverage: interview with winner Clodagh Dunlop



ITV story on Edward Pearce



Evening Standard story on Edward Pearce



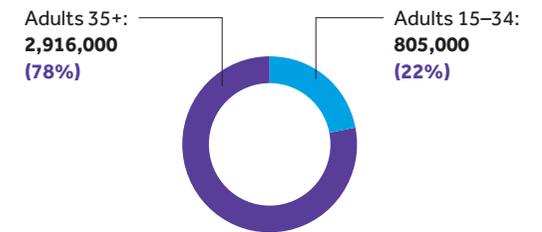
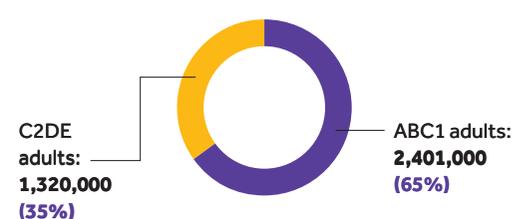
OT Magazine coverage



Daily Mirror interview with host Chris Tarrant

Weekly Daily Express/Sunday Express readership (print and online):

Adults (15+):
3,721,000



Life After Stroke Awards 2018

The Life After Stroke Awards 2017 Facebook Live video:



Reached **44,215** people
and has been viewed
16,000 times



Was shared
214 times,
and received
2,108 reactions and
396 comments



On Twitter,
#StrokeAwards
trended during the
peak of the ceremony
and our tweets earned
214,710 impressions,
with **326** retweets,
1107 likes and **29** replies

[Click here to see footage from Life After Stroke Awards 2017](#)

The Stroke Association's presence on social media:



Twitter
following:
98,000
(+ 16,000 followers of
regional Twitter pages)



Facebook
following:
94,000



Instagram
following:
40,000



Winner John Somerville with Andrew Marr



Spencer Matthews and Vogue Williams
attending the event, featured in the Daily Mail



Life After Stroke Award winner Clodagh Dunlop with James Norton

Our supporters

Around 350 guests, including celebrities, corporate partners, award winners, philanthropists, MPs and Clinical Commissioning Groups:



Anna Richardson
Alex Jones
Baroness Brady CBE
Flolella Benjamin

Chris Tarrant
Sally Lindsay
Robert Bathurst
Victoria Yeates

Markus Birdman
Vogue Williams
Spencer Matthews
Stephen K Amos

Shobna Gulati
Mike Bushall
Amanda Lamb
Andy Bell

The Lord and Lady Fellowes
James Norton
Nike Ede
Sophie Thompson

Jermain Jackman
Lesley Joseph
Laura Tobin
Martin Lewis

Russell Howard
Rudolph Walker
Miriam Margolyes
Hilary Devey

Andrew Marr
Tamsin Greig
Greg James
Debbie Moore OBE

Lady Ashcroft
Michael Lynagh
Sian Lloyd
Dr Hilary Jones

Packages

Headline sponsorship

The lead sponsor will have maximum exposure on the night:

- **The only sponsor logo on our press backboards**
- **Four guest places**
- **Bespoke purple carpet involvement**
- **Celebrity engagement**
- **Branded merchandise**
- **Co-created social media activity**
- **On-site brand activation**

And other exclusive benefits.

Bespoke packages are available.



Toni&Guy pop-up salon



Our Life After Stroke Awards press backboard



The Ballroom



Jermain Jackman in front of our entertainment stage backboard

Packages

Category sponsor

Sponsors of specific award categories will get the following benefits on the night:

- **Two guest places**
- **Company logo on our Facebook Live broadcast, on-screen at the ceremony, and the award winner's YouTube video**
- **Social media mention pre/during/post the event**
- **Celebrity host thanking sponsor on stage**
- **Press release**
- **Guests seated at a table with the award winner of chosen category and the celebrity award host**
- **Official photo with an award winner and celebrity award host**
- **Branded goody bag inserts**



James Norton presenting the Adult Courage Award presentation



Stephen K Amos and Michael Lynagh



Life After Stroke Award

Become a category sponsor £10,000 + VAT

We have the following categories available for sponsorship:

Stroke Group Award

Award for Volunteering

Award for Creative Arts

Children and Young People's Courage Award

Adult Courage Award (18–64)

Adult Courage Award (65+)

Carer's Award

Fundraiser of the Year Award

Professional Excellence Award

2017 **winner** stories



Edward Pearce

Edward was nine when his dad, Andrew, had a stroke in 2013. Edward knew his dad needed support with daily living, so decided to do all he could to help him. Every day Edward helps with cooking, cleaning and washing clothes, as well as helping Andrew to wash and dress. Despite the demands of his responsibilities, Edward is doing incredibly well at school.

He is also the top scorer in his football team, and he and his dad make time as often as they can to enjoy matches together.



Richard Raynor

Richard began to pursue his passion for photography after he had a stroke very suddenly at the age of 31 which left him unable to speak. He has shown amazing courage and motivation, working hard to recover some of his speech. Richard has been unable to return to his job as a business consultant because of his aphasia, so has instead dedicated his time to volunteering for research projects, raising awareness of stroke as well as working on his photography.

This has fast become more than a hobby and he is now developing his talents professionally. His beautiful and captivating images capture his positive attitude towards his recovery.



Clodagh Dunlop

Clodagh was working as a police officer when, in 2015, she had a devastating brain stem stroke which left her with locked-in syndrome. For three months, Clodagh was unable to move or speak and could only communicate by blinking. Fortunately, Clodagh was able to break out of her locked-in state and after six months of intensive rehabilitation and hard work, she fulfilled her goal and walked out of hospital. Clodagh has since returned to work as a Police Officer.

She frequently dedicates her time to raising awareness of stroke, sharing her incredible story to help and inspire other stroke survivors and professionals.

We are the Stroke Association, and we believe in life after stroke

Stroke is devastating. It can happen to anyone at any time. It can rob you of your speech, vision, mobility, memory, independence – and your life.

The Stroke Association is the UK's leading charity dedicated to conquering stroke. We:

- **Raise awareness** – 80% of strokes can be prevented
- **Run over 400 services** – giving 67,000+ survivors a life after stroke
- **Invest £4 million a year** – in life-saving research

That's why every year, through the Life After Stroke Awards, we champion the outstanding compassion and unfailing commitment of the individuals, groups and organisations that help to rebuild lives after the devastating impact of stroke.

Anita Jethwa

Business Development Manager (Sponsorship)

Email: anita.jethwa@stroke.org.uk

Phone: 0207 566 1546

Together we can conquer stroke

Stroke
association