



# ABOUT



## Autism Professional Awards

The National Autistic Society is proud to announce the return of the highly successful Autism Professional Awards which celebrate and recognise the excellent work carried out by professionals in the field of autism in the UK. Winners are announced and presented with their award on the first night of the Professional Conference at an awards dinner.

“An excellent night celebrating innovative and best practice in the support of people with autism. A fabulous chance to network and engage with other autism professionals.”

“A wonderful, glitzy evening where everyone is made to feel special. Also a humbling and team building experience celebrating some great projects and volunteering.”

“The Autism Awards were a fun evening celebrating best practice. It was invaluable to meet and talk to people, and fascinating to see what is being done all across the UK.”

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## The Professional Conference

Established as the flagship autism conference in the UK, the Professional Conference features a prestigious array of internationally renowned speakers, up-to-the-minute information and best practice case studies.

“The conference was all I expected and more. I came away feeling inspired and full of ideas of what I can do next in my field with this wonderful bunch of people.”

“The conference was an excellent combination of enthusiasm, theoretical and practical knowledge.”

“The conference was informative, enlightening, thought provoking, entertaining and thoroughly well organised.”

## This prospectus outlines our sponsorship packages.

All packages can be amended to suit different budgets and requirements, and we are experienced in designing bespoke and personalised packages.

If you have something particular in mind or would like to discuss your options further, please contact:  
**Chiara Martinelli** Tel: **020 7903 3763** Email: **Chiara.martinelli@nas.org.uk**

# BENEFITS



Very few sponsorship opportunities are available at the National Autistic Society so the Awards and Professional conference offer a rare opportunity to get involved with the charity.

## Sponsorship benefits include:

- relationship-building with key decision-makers in health, education and social care who plan or deliver services for people on the autism spectrum
- excellent networking opportunities
- unique opportunities to reach out to parents and carers of people with autism.
- deliver your message directly to a cross-disciplinary audience whose specialisms and interests match those of your organisation
- positive brand promotion and association by partnering with the UK's leading autism charity.

## Promotion channels include:

- a selection of internal and external communication channels to reach target audiences
- strategic partnerships with key professional bodies and media partners to develop a series of endorsement relationships
- use of social networking channels, including Facebook, Twitter and LinkedIn, plus online blogging by key speakers
- PR and press coverage of the awards at each stage of the process.

# PACKAGES

## Gold Sponsorship

£4,500 + VAT

- sponsor an award
- chair a stream
- exhibition stand at the Professional Conference plus three attendees
- logo on all event pre- and post-promotional materials and onsite at the event
- 10 free places at awards dinner
- public acknowledgement and photo opportunity.

## Silver Sponsorship

£2,500 +VAT

- opportunity to sponsor either an award or a work stream
- 5 free places at awards dinner or free exhibition stand at the Professional Conference
- public acknowledgement (and photo opportunity if sponsoring an award)
- logo on all event pre- and post- promotional materials and onsite at the event.

## Bronze Sponsorship

£995 + VAT

- logo on event promotional materials
- 2 free places at awards dinner
- public acknowledgement during awards.

## Extras

If you would like to discuss any additional benefits, such as merchandise giveaways, entertainment, programme sponsorship or donating a raffle prize, we are very flexible and happy to tailor the package to suit your needs.

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## Gold Sponsorship

£4,500 + VAT

- press announcement with your logo on awards website with a hyperlink
- your logo on all event pre- and post- promotional materials
- your company name and website in awards press releases' notes to editors
- special *Your Autism Magazine* supplement, circulation of 15,000 members, highlighting all shortlisted award nominees and associated sponsors
- free exhibition stand at the Professional Conference, plus three attendees (worth £1,734 inclusive of VAT)
- your logo on presentation slides, awards at the Awards Dinner
- ten free places at the Awards Dinner
- public acknowledgement and photo opportunity during the awards ceremony
- chair a work stream at the Professional Conference
- present your award at the Dinner
- coverage in post-awards email and press materials
- coverage in Network Autism

## Silver Sponsorships

£2,500 + VAT

In this package you can choose whether to sponsor an award or a work stream

Both sponsorships include:

- your logo on website with a hyperlink
- your logo on event promotional materials
- your company name and website included in awards press releases' notes to editors
- logo and acknowledgement in post-event email.

### Award Sponsorship

- sponsor award of your choice
- your logo on presentation slides, awards at the Awards Dinner
- five free places at the Awards Dinner
- public acknowledgement and photo opportunity during awards ceremony
- present your award
- special *Your Autism Magazine* supplement, circulation of 15,000 members, highlighting all shortlisted award nominees and associated sponsors
- coverage in post-awards email and press materials.

#### What awards can I sponsor?

- The Lifetime Achievement Award
- Award for Outstanding Achievement by an Individual on the Autism Spectrum
- Award for Most Inspirational Volunteer
- Award for Inspirational Education Provision:
  - Primary
  - Secondary
  - other education provider
- Award for Outstanding Adult Services
- Award for Outstanding Health Services
- Award for Innovative Family Support
- Award for Most Supportive Employer
- Award for Most Creative Community Project
- Award for Outstanding Healthcare Professional

### Stream Sponsorship

- chair the work stream of your choice at the Professional Conference
- your logo on the holding slides, signage and documentation at the conference
- free exhibition stand at the Professional Conference, plus three attendees (worth £1,734 inclusive of VAT).

#### What streams can I sponsor?

- **Early years and education**
- **Teenage and young adult**
- **Transition to adulthood**
- **Older adults**

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- your logo on awards website with a hyperlink to your site
- your logo on event promotional materials
- your company name and website included in awards press releases' notes to editors
- logo in *Your Autism Magazine* supplement, circulation of 15,000 members, highlighting all shortlisted award nominees and associated sponsors
- your logo on branding on the night
- two free places at the awards dinner
- public acknowledgement during awards ceremony
- logo and acknowledgement in post-awards email
- coverage in post-awards email and press materials.

# PROMOTION

## Key timings

The promotion for the awards begins in July 2016 and conference marketing launches in mid-September 2016. The NAS currently attracts an average of 2 million visitors per year to its site.

The NAS also holds a strong social media presence, with over 364,000 page likes on Facebook and over 110,000 followers on Twitter.

The brochure mailing will land in February 2017 and be reinforced by inserts and adverts on websites and industry magazines such as *Community Care*, *BILD*, *Special!*, *Professional Social Work*, *The Psychologist*, *The British Journal of Psychiatry* and the *Autism Journal*.

Ongoing emails throughout the conference marketing period will also announce new speakers, the topic of the breakfast seminars and involvement from our sponsors.

Speakers, exhibitors and delegates will be joining in conversations on Twitter, Facebook and LinkedIn to increase the profile of the conference throughout the year.

## Key figures

Each communication reinforces the link between the NAS and the sponsors. Last year's campaign was featured in 123 pieces of coverage, reaching an estimated 4,704,926 people. This year's campaign will build on this figure.

Further detail about facts, figures and our marketing campaign are available on enquiry.

## Attendees

The conference is targeted at professionals working with people on the autism spectrum in various disciplines.

The conference programme has been developed by a high-level editorial board.

Their expert input means that this conference is invaluable to all autism professionals, either with statutory, planning or more practical responsibilities and is designed to bridge the gap between research and practice.

## Target audience

We'll be targeting the following audience groups with a specific focus on increasing the clinical representation:

- education professionals from mainstream schools, special schools and local authorities
- directors and senior managers with responsibility for local authority autism service provision
- directors and senior managers at adult service providers
- clinicians across the professional spectrum including psychiatrists, psychologists, speech and language therapists, occupational therapists, GPs, and nurses
- people on the autism spectrum and their parents/carers.

The total number of attendees in 2016 was 675. The ambition for 2017 is to achieve over 750 attendees.



## About The National Autistic Society

We are the UK's leading autism charity. Since we began over 50 years ago, we have been pioneering new ways to support people and understand autism. We continue to learn every day from the children and adults we support in our schools and care services.

Based on our experience, and with support from our members, donors and volunteers, we provide life-changing information and advice to millions of autistic people, families and friends so that more people can make informed decisions about their lives. And we support professionals, politicians and the public to understand autism better so that more autistic people of all ages can be understood, supported and appreciated for who they are.

Until everyone understands.

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