



SPONSORSHIP PACK

STARS

OF

DEMENTIA
CARE
AWARDS

SHINING A LIGHT ON EXCEPTIONAL
DEMENTIA SOCIAL CARE



**The Stars of Dementia Care Awards
is new annual celebration of excellence
across the dementia social care sector.**



AWARD CATEGORIES

The Exceptional Employer Award

This award recognises employers who create outstanding workplaces where dementia care professionals can thrive. Celebrating organisations that invest in wellbeing, development and cultures rooted in compassion and respect. Honouring those who understand that exceptional care begins with exceptional people support.

The Shining Dementia Worker Award

This award recognises frontline workers who bring dedication, empathy and brilliance to every moment of care. Celebrating individuals who uplift others through presence, patience and personcentred practice. Honouring those who make daily life safer, calmer and more meaningful for people living with dementia.

The Above and Beyond Dementia Team Award

This award recognises teams who work together with unity, creativity and heart to deliver exceptional dementia care. Celebrating groups who communicate brilliantly, support one another and create environments where people feel safe and valued. Honouring those whose collective effort makes extraordinary things possible.

The Dementia Friendly Galaxy Award

This award recognises individuals, groups or organisations who make their communities more inclusive and dementiafriendly. Celebrating initiatives that reduce stigma, build understanding and create safer, kinder spaces for everyone. Honouring those who light up their communities with awareness, action and empathy.

The Joy Maker Award

This award recognises those who design and deliver activities that spark joy, purpose and connection. Celebrating individuals and teams who create moments that uplift, soothe and inspire. Honouring those who understand that meaningful engagement is at the heart of great dementia care.

The Brilliance in Building Teams Award (Recruitment and Retention Award)

This award recognises organisations or leaders who excel at attracting, developing and retaining exceptional dementia care teams. Celebrating approaches that build strong cultures, nurture talent and create environments where people feel valued, supported and inspired to stay. Honouring those whose workforce strategies shine brightly, strengthening stability, morale and the overall quality of dementia care.

The Lived Experience Champion Award

This award recognises people living with dementia who use their voice to shape services and inspire change. Celebrating individuals who challenge stigma, share insight and influence better practice. Honouring those whose courage and contribution strengthen the entire sector.

The Compassionate Journey Award (End of Life & Advanced Dementia Care)

This award recognises exceptional support for people in the later stages of dementia. Celebrating care that honours comfort, dignity and personal wishes with sensitivity and presence. Honouring those who walk alongside individuals and families at the most delicate moments with humanity and grace.

The Intergenerational Connection Award

This award recognises initiatives that bring together people living with dementia and younger generations. Celebrating programmes that build understanding, reduce stigma and create shared experiences. Honouring those who nurture connection across ages in ways that uplift everyone involved.

The Digital Brilliance Award

This award recognises ethical, personcentred use of technology to improve life for people living with dementia. Celebrating tools and approaches that enhance safety, communication or quality of life. Honouring those who integrate technology thoughtfully and responsibly.

The Inclusion & Diversity Star Award

This award recognises work that addresses inequalities and champions inclusive dementia care. Celebrating culturally sensitive, accessible and identityaffirming approaches. Honouring those who ensure every person receives care that respects who they are and what matters to them.

The CoProduction Champion Award

This award recognises initiatives that place people living with dementia at the heart of design, delivery and decisionmaking. Celebrating partnerships that value lived experience and share power meaningfully. Honouring those who demonstrate true coproduction, leading to better outcomes and stronger relationships.



AWARD CATEGORIES

The Bright Beginning Award

This award recognises individuals who are new to dementia care and already shining brightly. Celebrating early talent that brings curiosity, warmth and a natural gift for connection. Honouring those whose first steps in the sector show extraordinary promise and heart.

The Visionary Leadership in Dementia Care Award

This award recognises leaders who inspire excellence and champion cultures where personcentred dementia care thrives. Celebrating individuals who guide teams with clarity, courage and compassion. Honouring those whose vision transforms services and elevates the experience of people living with dementia.

The Brilliant Dementia Nurse Award

This award recognises nurses who combine clinical expertise with deep humanity in their support of people living with dementia. Celebrating practitioners who advocate fiercely, communicate sensitively and lead with calm confidence. Honouring those whose skill and compassion make a profound difference to individuals and families.

The Spark of Innovation Award

This award recognises creative ideas and approaches that transform the experience of living with dementia. Celebrating innovations that improve communication, independence or wellbeing in meaningful, practical ways. Honouring those who bring fresh thinking and bold solutions to dementia support.

The Trailblazing Trainer Award

This award recognises trainers who ignite confidence, curiosity and skill across the dementia care workforce. Celebrating approaches that empower others to deliver compassionate, evidenceinformed practice. Honouring those who raise standards through creativity, clarity and commitment to learning.

The Superstar Partnership Award

This award recognises outstanding collaboration between professionals, families and carers. Celebrating relationships built on trust, communication and shared insight. Honouring those who work sidebyside to ensure continuity, dignity and the best possible outcomes.

The Research Champion Award

This award recognises individuals or teams who advance understanding through research or evidencebased practice. Celebrating work that leads to realworld improvements in dementia care. Honouring those who ensure decisions are grounded in insight, learning and impact.

The Learning Disability & Dementia Star Award

This award recognises individuals or teams who provide exceptional support to people with a learning disability who are also living with dementia. Celebrating personcentred, outcomefocused approaches that promote independence, dignity and respect. Honouring those who adapt practice thoughtfully to meet complex and changing needs.

The Stellar Dementia Design Award

This award recognises environments that enhance independence, comfort and orientation for people living with dementia. Celebrating thoughtful design that reduces anxiety, supports navigation and promotes wellbeing. Honouring those who create spaces where people feel safe, calm and at home.

The Guiding Light in Community Outreach Award

This award recognises services that help people living with dementia stay connected, supported and independent in their communities. Celebrating outreach that prevents isolation, supports families and strengthens local networks. Honouring those who bring care, companionship and continuity beyond traditional settings.

The Inspiring Volunteer Star Award

This award recognises volunteers who give their time, warmth and presence to enrich the lives of people living with dementia. Celebrating individuals who bring joy, reassurance and connection through their generosity. Honouring those whose contribution makes a meaningful difference every day.

The Lifetime Luminary Award

This award recognises individuals whose career has transformed dementia care. Celebrating decades of leadership, advocacy and dedication to improving understanding and support. Honouring those whose legacy continues to illuminate the sector and inspire future generations.



SPONSORSHIP OPPORTUNITIES

Branding Sponsorship

Package to include:

- ★ 2 places at the awards night
- ★ Branding on the website and on the night
- ★ Full page advert in souvenir programme

Price **£1,000** + VAT

Category Sponsorship

Package to include:

- ★ 10 places at the awards night
- ★ Branding on the website and on the night
- ★ Full page advert in souvenir programme
- ★ The opportunity to present the award to your category winner

Price **£3,000** + VAT

Headline Sponsorship

Package to include:

- ★ Full table of 10 at the gala dinner
- ★ Prominent branding on the website and branding on the night
- ★ Branding on all pre and post event publicity material
- ★ 2 categories of your choice
- ★ Logo on place cards and table plan
- ★ 2 x Full page advert in souvenir programme
- ★ Welcome Speech prior to awards on the night
- ★ Full page welcome message in souvenir programme
- ★ Branding on awards trophies
- ★ Copy of the guest list prior to the event (company and lead name only)
- ★ Opportunity to present the award on the night

Price **£7,500** + VAT

All packages can be amended to suit budgets and requirements.

Other options are available such as champagne reception sponsorship, entertainment or gift sponsorship and programme sponsorship.

If you require more or less places at the dinner, a package can be tailored to suit your requirements.

To find out more please email info@dementia-stars.co.uk