

Welcome to



# THE INSPIRE JUSTICE AWARDS

The Justice Awards celebrate  
those who inspire us all!



@Skills\_Justice | #InspireJusticeAwards



[skillsforjustice.org.uk/inspire-justice-awards](https://skillsforjustice.org.uk/inspire-justice-awards)

# Partnership Opportunities

30th November 2022  
| Birmingham

Current Partners:



Media partners:

**PolicingTV**

**Policinginsight**

# Introduction

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The first annual Inspire Justice Awards will launch in 2022, with a special ceremony dedicated to celebrating public service heroes, taking place in Autumn 2022, in Birmingham.

From police staff to call handlers, custody & detention staff to prison administrators, the Inspire Justice Awards will shine a light on those who inspire justice through their work to keep us all free from harm, every day.

Delivered by Skills for Justice, the UK's Sector Skills Council, the ten award categories will recognise thousands of individuals and teams working in staff roles that are all too often unknown.

Supported by UNISON, the UK's largest public sector union, NAPO, Policing Insight and SFJ Awards, hundreds of people who play a vital role in delivering community safety and criminal justice services will be rewarded.

You've got just enough time to partner with Skills for Justice to celebrate the launch of the inaugural Inspire Justice Awards.



# About Skills for Justice

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Skills for Justice is a not-for-profit organisation that champions the community safety and criminal justice workforce.

We have collaborated with thousands of justice sector employers and national bodies to develop workforce and skills solutions that improve jobs and benefit the public.

The Inspire Justice Awards demonstrate our unwavering commitment to champion the entire workforce, without whom the system in the UK simply could not operate.

We want to say ‘thank you’ to all those who have gone above and beyond to make a difference to the lives of survivors and those in rehabilitation.



**SKILLS** FOR  
**JUSTICE**



**“We’re proud to be working with Skills for Justice to celebrate the 30,000+ UNISON members, plus the rest of the staff workforce, across Policing and Probation services, who make a real difference to preventative and rehabilitative measures in community safety and justice.**

**The Inspire Justice Awards shine a light on the hundreds of individuals in roles that can often go unnoticed, but who make an impact on the lives of thousands of service users.”**

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**Ben Priestley - National Officer for Policing and Probation, UNISON**



# Why support the Inspire Justice Awards?

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1

## **Raise the profile of your business**

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You'll be instantly recognised as a supporter for the justice sector workforce, including policing, prison & probation, and emergency services.

2

## **Your branding throughout the campaign**

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You've proven you champion the workforce, now be celebrated for it, on the dedicated Inspire Justice Awards webpages, featured in our industry-leading newsletter, social media campaign, PR activity and at the awards ceremony.

3

## **Network at the ceremony**

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Use the event planned for November 2022 as a great networking opportunity with fellow sponsors, employers, national bodies, MPs, and Skills for Justice Members which include the National Crime Agency and the Ministry of Justice.

4

## **Recognise your staff and celebrate their achievements**

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If your workforce's achievements apply for any of the eight award categories, then get nominating! Not only can you sponsor the awards, but you can also nominate team-mates in them too!

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## **Dedicated project management**

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Our team will support you all the way, with over 20 years of experience running world-class national events, we'll help you maximise your return on investment.

# Key Dates

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**June 2022**

## Campaign launch

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PR and Digital Marketing launch to invite individuals and teams to start nominating.



**August 2022**

## Sponsors confirmed

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Sign up to sponsor by the 31st of August to maximise your profile as a partner of the awards.



**August 2022**

## Nomination deadline

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Final push to invite inspirational nominees to be recognised by the judges.



**September 2022**

## Judging panel

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You can take part by being one of our award judges, and help shortlist the finalists.



**30th November 2022**

## Awards night

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Hosted at the beautiful Botanical Gardens, in Birmingham, the Inspire Justice Awards ceremony will be a celebration of our worthy winners.



**“The Inspire Justice Awards recognise the need to provide a voice for the entire workforce, not just officers, but the thousands of people working to support the system, keep the public safe and develop community safety and criminal justice services fit for the future.”**

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Mike Cunningham - Former Chief Executive at the College of Policing & Associate at Skills for Justice

# Why sponsor an Award?

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Choose an award category that best suits your organisational goals, values, and target audience. We'll take care of the rest.



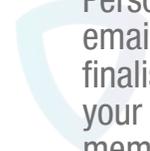
Exclusive announcement when you signup to become to over 54,000 professionals.



Join winners and VIPs on stage to present your award and take photographs.



Branding on our visual displays at the awards ceremony venue.



Personalised congratulatory email to all nominees, finalists, and winners for your award category from a member of your senior team.



Option to add a branded gift to each winner's trophy box.



Feature a representative of your choice in the official awards highlights video.



Full branding package during the 5-month long marketing campaign.



Your logo, profile, link to your website and option for a video on the awards website.



Work with our PR team on opportunities to share winners' stories in publications, on radio and TV.



Dedicated category focus marketing campaign during the nomination window for your Award.



3 tickets to attend the award ceremony including welcome drinks, evening meal, entertainment, and drinks reception.



Your logo on the trophy to be presented to winners.



Option to upgrade – Add a branded gift to goodie bags, received by every attendee of the awards ceremony – additional £500 (gift not included).



**“We’re thrilled to be supporting the Inspire Justice Awards. The first of its kind. We’re dedicated to recognising individuals and teams in justice sector roles that are often seen as being ‘behind the scenes’. Without the thousands of people working tirelessly in staff roles, public services simply could not function effectively. We want to celebrate all that the justice sector workforce do, to keep us all safe, day after day.”**

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Candace Miller - Managing Director,  
SFJ Awards

# Choose an Award Category / £3,500 per award\*

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\*discounts applicable for sponsoring 2 or more award categories, please discuss your interests with a member of the team. If you want to discuss a new award category, get in touch with the team.

**Policing and Law  
Enforcement Staff  
Member of the Year**



**Probation Staff  
Member of the Year**



**Custody and Detention  
Staff Member of the Year**



**Prosecution, Courts  
and Tribunals Staff  
Member of the Year**



**Apprentice of  
the Year**



**Best Newcomer  
Award**



**Voluntary Contribution  
to Community Safety  
& Justice**



**Learning and Development  
Programme**



**Health and  
Wellbeing Employer**



**Inclusion and  
Diversity Initiative**



# Headline Sponsorship / £8,500

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Providing all the same benefits as being an award category sponsor, plus so much more:



A double-page profile in The Inspire Justice Awards programme.

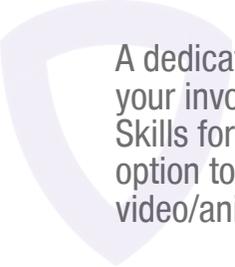


Work with our Marketing & Events team to develop The Awards to meet your needs.



PR campaign to announce your headline sponsorship and commitment to the justice sector workforce.

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A dedicated webpage about your involvement on the Skills for Justice website and option to host a dedicated video/animation.



VIP table of 8 at the award ceremony including: welcome drinks, evening dinner, and drinks reception.

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Guest speaking slot to announce the awards at the start of the event.



Branding opportunities on all touchpoints at the ceremony.



Co-branding on all awards.

# Silver Packages

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## Hybrid/AV Sponsor - £5,000

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- Your branding shown on all digital displays throughout the event
- Your logo, profile, and link to your website on the Skills for Justice website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme
- Four tickets to attend the awards ceremony

## Ceremony Table Sponsor - £4,500 per table

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- Host an entire table at the awards and bring your VIP guests to enjoy a day of entertainment and networking
- Branding and naming of the table
- Your logo, profile, and link to your website on the Skills for Justice website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme
- Six tickets to attend the awards ceremony

## Networking Reception Sponsor - £3,000

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- Your branding and marketing collateral displayed in the reception area
- Your logo shown on digital displays throughout the drink's reception
- Your logo, profile, and link to your website on the Skills for Justice website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme
- Three tickets to attend the awards ceremony

# Bronze Packages

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All our award sponsorship packages are available with a multi-year discount. Speak to a member of the team to discuss a two year discount to secure sponsorship for 2022 and 2023.

## Name Badge Sponsor - £2,000

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- Printed logo on lanyards (lanyards provided by Skills for Justice and distributed to all attendees)
- Your logo, profile, and link to your website on the website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme
- One ticket to attend the awards ceremony

## Seat Drop Sponsor - £2,000

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- Your marketing materials on every seat at the awards ceremony
- Your logo, profile, and link to your website on the Skills for Justice website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme
- One ticket to attend the awards ceremony

## Gift Bag Sponsor - £2,000

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- Printed logo on ceremony gift bags (bags provided by Skills for Justice)
- Inclusion of any marketing collateral within the gift bags
- Your logo, profile, and link to your website on the Skills for Justice website
- Branding on marketing communications, social media and within press releases
- Half page profile in the awards ceremony programme
- One ticket to attend the awards ceremony

## Programme Sponsor - £1,500

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- Branding on marketing communications, social media and within press releases
- Full page profile in the awards ceremony programme
- Your logo, profile, and link to your website on the Skills for Justice website
- One ticket to attend the awards ceremony

# Advertise in the Souvenir Awards Programme

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By taking out an advertisement in the souvenir Inspire Justice Awards brochure you are guaranteed to reach every guest at the ceremony. The brochure will also be hosted on the Skills for justice website and shared on social media. Congratulate your team members of their award nomination or simply promote yourself as a leading supporter of the justice sector workforce.

All Packages can be amended to suit budgets and requirements. Speak to the team to discuss your requirements.

**Double Page  
insert**

£800

**Full Page  
insert**

£500

**Half Page  
insert**

£350

**Quarter Page  
insert**

£225



# Become our Media Partner

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## As a media partner you will receive:

- Tickets to the awards ceremony and drinks reception X2
- Sponsor logo on all promotional materials
- Sponsor logo on award certificate
- Access to the awards guest list prior to the night
- A 20 second promotional video on our social media
- Branded profile in the Inspire Justice Souvenir Awards Brochure
- Promotional item in attendee and winner goodie bags
- Opportunity to feature in the awards celebration video
- Opportunity to present a chosen award, and two photographs with host and winner
- Exclusive email and social media announcement when you signup to become a sponsor to over 54,000 professionals
- A dedicated webpage about your involvement on the Skills for Justice website
- Feature on the Skills for Justice, Inspire Justice Awards webpages
- Opportunity to send one dedicated e-blast to our mailing list
- Free sponsorship of award category not yet reserved by other partners
- Opportunity to have magazine placed on every dinner seat

This package can be amended to suit requirements. Speak to a member of the team to discuss your requirements.

# What we ask in return

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## Guaranteed editorial coverage online for:

- ‘Teaser’ interview opportunities with Skills for Justice board members Keith Fraser and Mike Cunningham in addition to a representative from headline sponsor UNISON
- Justice Awards launch announcement
- Announcement of finalists
- Announcement of winners

## Print and digital advertising on a contra basis:

- Minimum of 1 print advertisement between April and June (where appropriate)
- Minimum of 2 newsletter advertisements between April and June
- Website advertisement to run for at least 1 month between May and June

**Sold**

30th November 2022

**The Inspire  
Justice  
Awards  
celebrate  
those who  
inspire us all!**

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Contact Kye to discuss  
sponsorship:

[kye.parkin@wdtrust.org.uk](mailto:kye.parkin@wdtrust.org.uk)

020 7391 7183



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