

Small things  
make a  
**BIG** difference



The National  
Children &  
Young People  
Awards

CELEBRATING EXCELLENCE IN SOCIAL CARE

22nd October 2026  
ICC, Birmingham

# SPONSORSHIP PACK

Help us pay tribute to the  
unsung heroes of our sector

CareTalk  
The voice of excellence in social care



**The National  
Children & Young People  
Awards**  
CELEBRATING EXCELLENCE IN SOCIAL CARE

## AWARDS CATEGORIES



### THE EMPLOYER AWARD

This award seeks to acknowledge and celebrate an exceptional employer who is committed to their employees delivering an excellent service to children, young people and families. Employers should be able to provide considerable acumen and entrepreneurial flair whilst at the same time having a sustained track record of delivering high quality care and managing improvement and change.

### THE NEWCOMER AWARD

This award seeks to acknowledge and celebrate the achievements of an exceptional new member of staff who has started work in the care sector since January 2018. The individual can be someone who is new to the sector or returning after at least two years away.

### THE SUPPORT WORKER AWARD

This award recognises the crucial role of the support worker in providing high quality care and support for children, young people and families. Evidence of commitment to person centred approaches, advocacy, alongside dedication, team working our important features for the judges.

### THE CARE HOME MANAGER AWARD

Managers set the tone and the culture of a service. The award will celebrate a manager who has demonstrated a high level of expertise, exceptional skills in leadership and management, great support for colleagues and a positive commitment to person centred care for each child. A manager who shows vision in developing high quality services and supporting staff to meet the ever-changing needs of the children they support extra mile.

### THE CARE HOME TEAM AWARD

This award will be presented to the team who are able to best demonstrate a shared vision and agreed goals. The team should have a leader whose role is known and accepted and who takes personal responsibility for their tasks. Teams should have an excellent communication process and each member's skills should be recognised within the team. Demonstrating a commitment to child centred care, going the extra mile as well as respect for team members is paramount.

### THE FOSTER CARER AWARD

This award will be given to a foster carer who, in the opinion of the judges, can demonstrate commitment and perseverance even in the most challenging of circumstances in order to make a difference to the child in their care. It seeks to acknowledge and celebrate the selfless dedication that foster carers show when putting the child at the heart of everything. Advocacy and going the extra mile in order to make a difference should also be evident.

### THE FOSTERING & ADOPTION AWARD

This award recognises an exceptional fostering and/or adoption service that goes above and beyond in striving to find a short term family and forever families there should be evidence of a creative approach to overcoming difficulties as well as supporting families to nurture children through open adoption.

### THE WELLBEING AWARD

This award recognises an individual or agency who goes above and beyond to promote wellbeing for children and young people and/or ensure that families can stay together. This award is open to family support agencies, children's centres and specialist agencies and individuals. The judges will also be looking for evidence of providing options for alternative futures for vulnerable parents and children.

### THE BIGGEST IMPACT AWARD

We are looking for the initiative that has helped promote positive change for the lives of vulnerable children and families. This person or team may be a care leaver or be working in the field of children and young people's services. We are looking for an outstanding individual or team who works creatively and passionately to promote advocacy and wellbeing.

### THE SAFEGUARDING OF CHILDREN AWARD

This award recognises best practice in safeguarding children and young people. The judges will look for evidence of excellence in individual work, teamwork and inter-agency working. Wherever possible keeping children and young people within their families but always recognising the paramountcy of the child, being brave and making the right decisions in challenging situations.

### THE LEAVING CARE AWARD

This award recognises excellence in helping the transition from care into adult hood, equipping young people leaving care to have the best possible start. Evidence of ongoing support to working in partnership with the young person to promote independence will be key.

### THE PARTNERSHIP WORKING AWARD

This award is open to an organisation who can demonstrate excellence in multi-agency working, transcending boundaries in order to ensure the best interest of children, young people and families. Evidence that the child is more important than the agency working on their behalf is paramount.

### THE CHILDREN'S CHAMPION AWARD

This award seeks nominations for an individual or organisation who has made a significant impact in championing the needs and rights of vulnerable children. This outstanding individual or organisation should have a proven track record in bringing together agencies in their locality in order to put vulnerable children at the heart.

### THE CHILDREN WITH DISABILITIES AWARD

This award recognises excellence in service provision to children with disabilities and their families. Nominees will demonstrate how they go the extra mile in promoting the ability of children with disabilities, amazing inter agency working across Health, social care and education and providing a truly child centred service.

### CHILDREN AND FAMILIES SOCIAL WORKER AWARD

This award will be given to the Children and Families Social Worker who exemplifies the profession of social work with children and families. They will display motivation, self-awareness and resilience in addition to empathy, leadership, analysis and adaptability and be an excellent communicator. You will be a truly inspirational individual and a model for the profession.

### THE YOUNG CARER AWARD

This special award will be given to an unpaid carer who, in the opinion of the judges, can demonstrate commitment and perseverance in helping to bring about better recognition and support for young carers. It seeks to acknowledge and celebrate the dedication that young carers show to their local community or society or the difference they have made to the life of a vulnerable person they are caring for.

### THE OUTSTANDING CONTRIBUTION AWARD

This award will be presented to an individual who the judges think has made a long-term outstanding contribution to the lives of vulnerable children, young people and families.

### THE SUPPORTED ACCOMMODATION AWARD

This award recognises the significant part Supported Accommodation plays within the life of a child as they transition from adolescence to adulthood. As a newly regulated sector, it is more important than ever to showcase the excellence that lies within this diverse network of services for young people aged 16 & 17. This awards seeks to highlight a provider or an individual based on the dedication, ambition, and brilliance that they consistently display to young people.

[www.cypawards.co.uk](http://www.cypawards.co.uk)





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# SPONSORSHIP OPPORTUNITIES

## Branding Sponsorship

Package to include:

- Logo on the website and branding on the night
- Full page advert in souvenir programme
- 2 places at the gala dinner

Price **£4,000** + VAT

## Category Sponsorship

Package to include:

- 10 places at the awards
- Posts across social media announcing your support
- Branding on the website
- Branding on the award night on screen
- Branding alongside your chosen category in the programme
- Invitation to sit on the judging panel
- Opportunity to present the chosen award on the night
- Invitation to relevant networking event

Price **£6,000** + VAT

## Associate Sponsorship

Package to include:

- Posts across social media announcing your support
- Branding on all pre and post event publicity material
- 2 half page adverts plus 2 half pages of editorial in Care Talk magazine
- Category of your choice
- Second most prominent logo on the website and branding on the night
- Half page advert in souvenir programme
- Full page welcome message in souvenir programme
- Copy of the guest list prior to the event (company and lead name only)
- Invitation to sit on the judging panel
- Opportunity to present the award on the night
- Full table of 10 at the gala dinner
- Invitation to networking dinner

Price **£10,000** + VAT

## Headline Sponsorship

Package to include:

- Posts across social media announcing your support
- Branding on all pre and post event publicity material
- 4 full page adverts plus 4 full pages of editorial in Care Talk magazine
- Digital advert on Care Talk and CYP Awards websites
- Solus E-shot to database
- Pop-up banners in drinks reception and banqueting area
- Category of your choice
- Prominent logo on the website and branding on the night
- Logo on place cards and table plan
- Full page advert in souvenir programme
- Full page welcome message in souvenir programme
- Opportunity for welcome speech prior to the awards.
- Branding on awards trophies
- Copy of the guest list prior to the event (company and lead name only)
- Invitation to sit on the judging panel
- Opportunity to present the award on the night
- Full table of 10 at the gala dinner
- Invitation to networking dinners

Price **£18,000** + VAT

All packages can be amended to suit budgets and requirements, and can also include additional adverts and editorial in Care Talk magazine. 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.

### CYP Networking Dinners

CYP networking dinners are informal gatherings that provide an opportunity for care providers to connect, share best practices, and build relationships in a small, friendly, and intimate setting. **£1,000** + VAT per sponsor per dinner.

To find out more about these, please email [info@care-awards.co.uk](mailto:info@care-awards.co.uk)

**[www.cypawards.co.uk](http://www.cypawards.co.uk)**



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# CONTACT INFORMATION

CareTalk

The voice of excellence in social care

CareTalk  
Business  
Supporting businesses to excel in social care



The Learning Disabilities  
& Autism Awards



*Making the right impression!*

Average monthly X impressions  
**300K+**

Average monthly unique visitor numbers  
**105K+**

Social media followers  
**30K+**



For more information about  
The National Children & Young People Awards  
and more about sponsorship opportunities:

Visit  
**[www.cypawards.co.uk](http://www.cypawards.co.uk)**

Email  
**[info@care-awards.co.uk](mailto:info@care-awards.co.uk)**

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