ready to celebrate

Royal College of Nursing

Photography Competition

Sponsorship Proposal

in partnership with

THE RPS
ROYAL PHOTOGRAPHIC SOCIETY
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The Royal College of Nursing (RCN):

• is the largest professional organisation and union in the world representing nurses and nursing, promoting excellence in practice and shaping health policy

• for almost a century has pioneered professional standards for nurses in their education, practice and working conditions

• has over 420,000 members and is uniquely acknowledged as the ‘voice of nursing’ by both the government and public

• has received a number of prestigious accolades as an employer, including gold standard accreditation from Investors in People and Sunday Times Top 100 Best Companies status for a third consecutive year in 2014, reaching 21st position
About The Royal Photographic Society

The Royal Photographic Society (RPS):

- is the world’s oldest national photography organisation dating back to 1853 and the UK’s largest with over 11,200 members
- is a registered charity with Royal Charter which exists to promote photography and to support photographers
- realises its aims through public exhibitions, hosting workshops and courses, a distinctions and qualifications programme, holding competitions; and public talks and events
- engages with government and other organisations on issues such as copyright and photographers’ rights; and
- engages with the media on all photography matters where it is used as a regular spokes organisation
In 2016, the RCN will be marking its centenary with a year-long programme of events and initiatives.

Celebrations will focus on the RCN’s heritage, nursing in today’s society and how the profession is supported in the future.

We will engage with members and stakeholders to create opportunities for learning, innovating and celebrating this landmark anniversary across the UK.

In partnership with the RPS, RCN is launching a photography competition to kick start celebrations at RCN Congress – the largest annual nursing event and exhibition in the UK.

**RCN Congress** is taking place in June 2015 and brings together thousands of nursing professionals to network and debate the latest issues in health care.
The photography competition

• A competition for RCN members, photographers and the general public, our ambition is to find powerful and emotive images which:
  – help to increase public understanding and support for the nursing profession
  – capture the breath and diversity of nursing in a variety of settings such as hospitals, residential homes, prisons, rural communities, inflight and the military
  – promote the reality of nursing in today’s society
  – showcase the care and compassion that nursing professionals deliver day in, day out

• Entry criteria will cover details such as model consent forums, RCN use of the images and guidance to ensure images adhere to nursing standards

• Entries will be judged early 2016 by a judging panel comprising of the RCN’s chief executive and general secretary and/or president, a representative from RPS and sponsor organisation

• Winners will be announced at a high profile event during the centenary
Subsequent to launching the competition, the RCN and RPS will fully exploit all of its membership communication platforms and networks to further promote the competition to a UK wide audience as follows:

- on the RCN and RPS websites which attract over 140,000 unique users across both sites each month
- through the RCN’s regional and Celtic networks
- in the RCN’s monthly Bulletin that’s circulated to all 420,000 members
- in the RPS’s monthly Journal which has a readership of over 11,200
- across our collective annual programme of over 350 conferences and events
- via our active social networking sites including Facebook and Twitter which combined have over 120,000 followers
- through regular email campaigns to our members
Promoting the winning images

A variety of ways will be explored to showcase the winning images to members, stakeholders and general public. Our vision is to:

• officially unveil and showcase at either gallery over a period of time, or at RCN Congress 2016
• publish in RCN and RPS journals
• create an online gallery on the RCN website and RPS website
• publicise images through the press for wider dissemination
• organise a touring exhibition – pop-up stand and touch screens or flip book – to take to RCN regional offices, schools, libraries, and various health settings around the UK
• exhibit the images at RCN Congress 2016
• create a lasting legacy by making images accessible through the RCN Library and Heritage Centre – home to Europe’s largest nursing specific collection of materials
Join us a commercial partner

This competition presents a unique and rare opportunity for a company to partner with us on our centenary celebrations and to reach out to RCN members, as well as the general public throughout 2015/16. As an exclusive sponsor of our photography competition, we will work closely with you to further refine our plans and tailor a range of benefits that offers your company a high profile and involvement in the run up to and after the competition such as:

- developing entry criteria and agreeing award categories
- branding in all marketing material including adverts, flyers, email campaigns, and the centenary web page
- acknowledgments in any articles publicising the competition and winning images
- involvement in shortlisting and judging the entries alongside RCN and RPS
- a high profile presence and branding at launch of the wining images
- branding throughout the touring exhibition in 2016
- promotion of the association, competition and winning images through your website and networks

Your sponsorship will contribute towards design and promotion of the competition, printing and framing of images, prizes and touring exhibition

Exclusive sponsorship package: £25,000 plus VAT
To explore how you can be involved in the RCN centenary competition please contact:

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