

Commercial Sponsorship Proposal

Commercial sponsorship ensures that the Wound Care Alliance UK (WCAUK) advances and secures its future financial position in order to deliver its aims.

Please take the time to review this proposal. Following this, if you wish to become/remain a commercial sponsor please complete the attached form by 9th March 2019.

Aims of the Wound Care Alliance UK

- To develop a network of health care professionals with knowledge of Tissue Viability to promote best practices in Tissue Viability
- To improve the education of health care professionals by providing a sound research-based understanding of wound care
- To build relationships with other healthcare related organisations, specialist wound healing education/service providers
- To have representation at national initiatives, for example NICE
- The continued growth of the Wound Care Alliance UK has reflected the changes and development of wound care across health and social care services evidenced in the variety of educational material the Wound Care Alliance UK publishes in conjunction with Mark Allen Healthcare

WCAUK objectives

- **Develop and promote** multi-disciplinary best practice in the prevention, assessment, management and maintenance of wounds.
- **Provide** a professional voice for national and international Tissue Viability issues. An example being; working with patient groups, responding to consultation documents released by organisations such as the Department of Health and working with NHS Supply Chain with regard to tissue viability-related products.
- **Provide** a range of user-friendly Tissue Viability information and resources for individuals including posters on compression hosiery, dressing selection, skin tears, wound assessment and pressure ulcer prevention.

Achieved through...

- A Members Network
- Educational Resources and materials
- Review and endorsing selected Evidence Based Guidelines
- The production of Tissue Viability Journal in association with Mark Allen Healthcare
- WCAUK Annual Tissue Viability Conference
- WCAUK Annual Tissue Viability Skills Day

- Access to on-line conference videos from the Annual WCAUK conference
- Meeting the Trustees on our exhibition stands at all WCAUK Conferences and other conferences as appropriate

Structure of Wound Care Alliance UK Committee

- The Committee of Trustees includes: Chairperson, Vice-Chair, Treasurer, Secretary, Web site co-ordinator/information technology group, and editorial sub-committee, information/advisers for member's queries, journal/editorial contributors and Administrator
- The current Trustees of the Wound Care Alliance UK originate from a variety of backgrounds that include primary and secondary care, Tissue Viability specialists, care home sector, lymphoedema, research and academia
- Current membership is in excess of 4000 with members coming from a variety of health and social care settings and including a diverse range of registered and non-registered healthcare professionals

Publishing Partners

The WCAUK has been working in partnership with Mark Allen Healthcare since January 2016 and will continue to produce 4 copies of British Journal of Nursing Tissue Viability supplement annually in association with the British Journal of Nursing. This is in response to our members' feedback.

Benefits of being a commercial sponsor

- A link from our website to your company/product website. This is limited to one link per company where a company has merged (*This does not infer WCAUK endorsement*)
- Exhibition stand and 2 staff members to attend the Annual Wound Care Alliance UK Conference – exclusive to commercial sponsors only
- Exhibition stand and 2 staff members to attend the Annual Wound Care Alliance UK Skills day – exclusive to commercial sponsors only
- Your Company logo (limited to one per company) on one page of the British Journal of Nursing Tissue Viability supplement in conjunction with our publishing partners Mark Allen Healthcare to be distributed to approximately 20,000 individuals (including 4,000 Wound Care Alliance UK members)
- Commercial sponsorship recognition on pop up banners at all Conferences attended by WCAUK Trustees
- Increased awareness of commercial sponsor organisations amongst Wound Care Alliance UK members
- Supporting the Wound Care Alliance UK as a charity

Common interests of Wound Care Alliance UK and Commercial Companies

- Promote education and training in wound care
- Improve patient outcomes through promoting best practice
- Increase public, patient and carer awareness of wound care
- Increased recognition of Tissue Viability

Educational events for 2018

- WCAUK Skills day on 11th April 2019 at Worcester Rugby Club
- WCAUK Annual Conference on 10th October 2018 at Doncaster Racecourse

At both events sponsors will be allocated one TABLE TOP exhibition per WCAUK sponsorship along with 2 company representatives in attendance

Corporate Membership fees

- Membership costs per annum:

£1000 (first year)

£2000 (subsequent years)

Joining effective from 1st April 2019 (membership renewal time)

Membership period 1st April 2019 to 31st March 2020



**Application for Corporate Sponsorship
For Period 1st April 2019 to 31st March 2020 inclusive
Please Use Block Capitals**

Surname.....Mr/Mrs/Miss/Ms/Dr

Forenames.....

Company Name.....

Address.....

Post Code.....

Phone Number.....

E-mail Address.....

SUBSCRIPTIONS FOR THE PERIOD TO 31ST MARCH 2020

New Membership £1,000 Renewal Membership £2,000

I enclose my cheque in the sum of £.....

(Please make cheques payable to THE WOUND CARE ALLIANCE UK and in £ sterling)
and return to Wound Care Alliance UK, PO Box 227, Droitwich WR9 1DD

www.wcauk.org

Registered Charity Number 1130912

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